

AMERICAN BUILDER

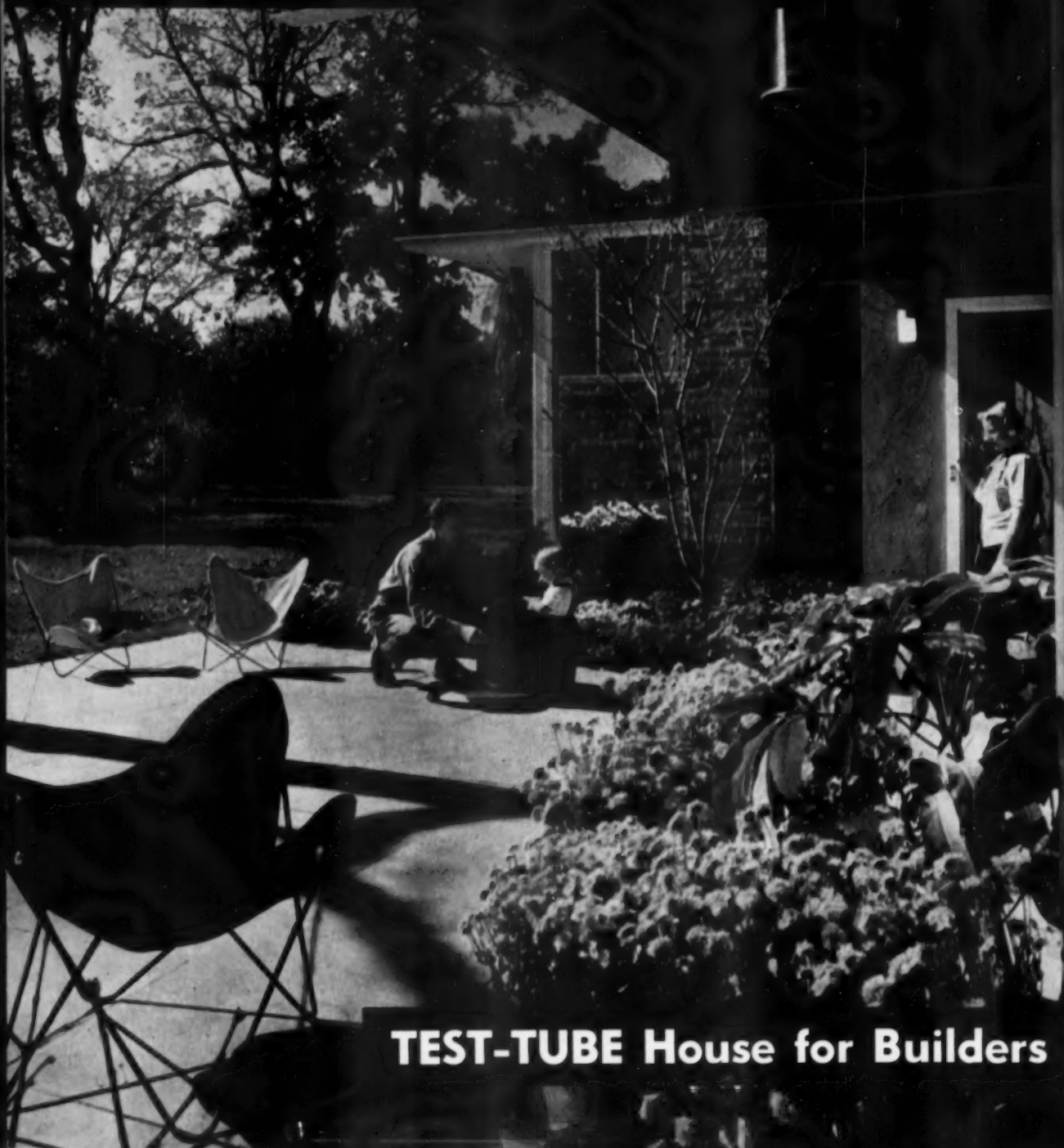
THE WORLD'S GREATEST BUILDING PAPER

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The new built-ins
are changing kitchens

▪
Roundup of
vacation houses



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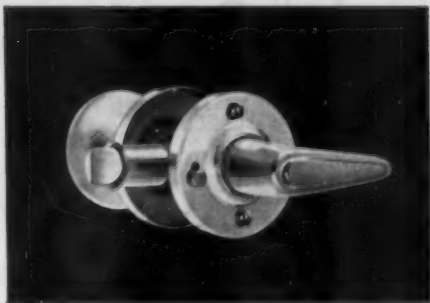
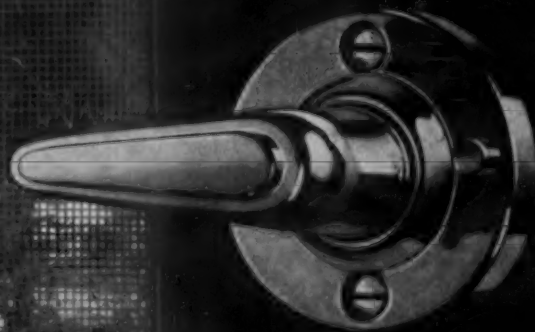
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new *kwikset* screen door latch
for low cost trouble-free performance



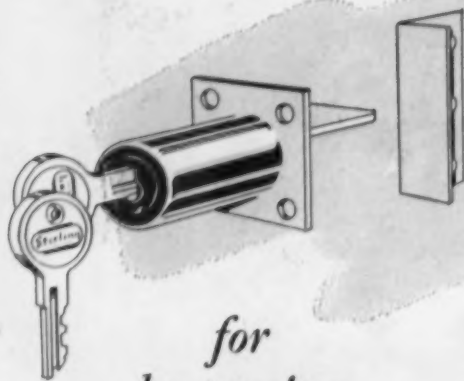
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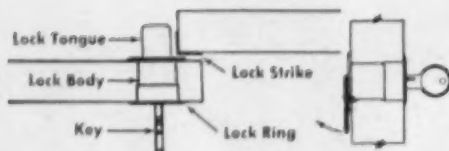
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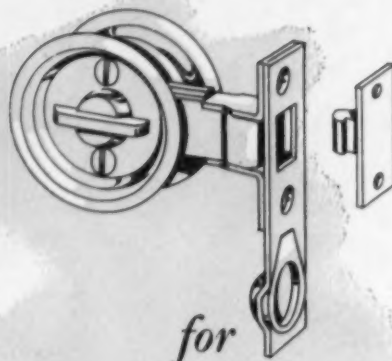
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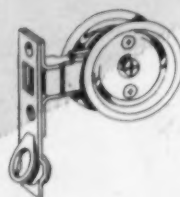
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by-passing
doors*



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*for
pocket doors*



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For bathrooms with that new-as-tomorrow look...

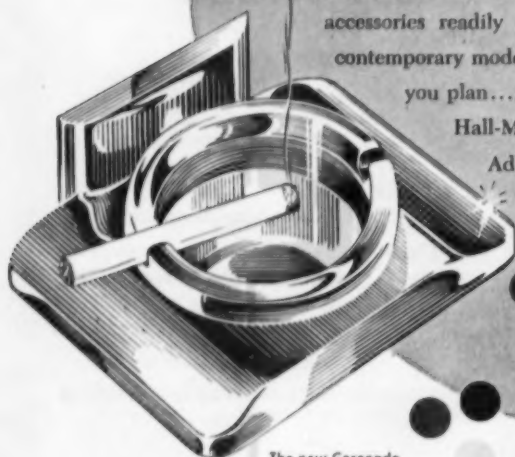
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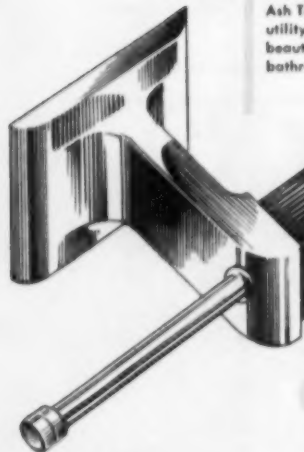
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AMERICAN BUILDER

There's a way to cut construction lumber costs

YES, there's a way to do it. The question is, who starts—the lumber manufacturer, the retail lumber dealer, the designer or the builder?

It's a simple and obvious way, and amounts to nothing more than shipping, ordering and using dimension lumber in lengths less than commercial—eight feet and up. Anyone who has ever seen a saw-mill operation has some idea of the enormous amount of usable 2x4 lumber sent to the burner every day, and only because it happens to be less than eight feet long. Or, in some cases, because an eight-foot or longer length with a defect would have to be cut into something less than commercial length to remove the defect.

In quantity, 2x4-4's could be sold at about one-half the board foot price of 2x4-8's. That means that the lumber bill for short headers, cripples, joist bracing, fire stops, truss bracing and other uses could be cut in two if shorts were used instead of cutting commercial lengths into short pieces on the job.

IT CAN BE ARGUED easily that the builder should figure the board footage of shorts he can use, and then order accordingly. But, it gets the builder no place to do so if the retail supplier does not carry shorts, and to fill the order cuts his commercial lengths.

It's just as easy to argue that the dealer should order shorts in quantity, and then ask his builder customers to buy them, and realize the attendant savings. But, while the saving can amount to a hundred or more dollars a house, the added profit to the dealer may not be enough incentive for him to sell the idea. And certainly, there is no

point in the lumber manufacturer taking the risk of producing and stocking shorts in the hope that someone will order them.

At this point, it can be argued that the lumber manufacturer has something to advertise and sell, and should do it. But it must be realized that the very nature of the lumber manufacturing industry makes this nearly impossible. The largest single producer of construction lumber in the country accounts for less than two per cent of the total. The next ten producers rank well below one per cent each. The great bulk of production comes from thousands of small mills. Practically all of them are as remote from the final buyer—the builder—as a Kansas wheat farmer is from a bread baker on Long Island.

UTILIZATION of sound shorts and realization of the economies of such utilization cannot be accomplished by any single factor. It is a job for industry-wide coordinated marketing research, and one devoutly to be wished for.

It isn't only a matter of producing substantial savings to pass on to the home buyer, desirable as that is. The need runs deeper. By not using these usable shorts we are as an industry hastening the decimation of our timber supply. And, faced with another war which squandered wood as World War II did, there likely will arise a critical lumber supply question. There is a way to cut costs, and conserve a valuable natural resource. The time is here for all factors involved to get together and do it.

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JOHN J. LA PORTE, Prominent Portland, Ore., Builder



"THEY'RE ASKING QUESTIONS before they buy these days. And one of the best answers any builder can give is to let prospects read the brand names he's built into his homes. They speak more convincingly than any sales talk we can give. That's why we use 35 Post advertised products in the homes we build. No question about their effect on sales!" (*Manufacturers of building materials, equipment and fixtures place more advertising dollars in the Post than in any other consumer magazine.*)

The Saturday Evening
POST
— gets to the heart of America

AMERICAN BUILDER

The building outlook . . .

GI BUILDING LOANS, including farm loans, totaled 27 billion, 260 million dollars at the close of February. This is the total since 1944. Of this total 27 billion dollars were for homes and 260 million for farms. The total number of loans was 3,785,025. Of this total, 3,717,306 were made on homes and 67,219 on farms. These figures are part of a recent VA release. They indicate a continuing activity on the part of veterans in the exercise of their opportunities under the GI Bill of Rights. A total of 53,000 loans was made in February. This total includes business loans, which probably accounted for about three per cent of the total. Of the nearly three and three-quarter million building loans, only 21,000 claims have been paid. This is less than one-half of one per cent.

25 BILLION DOLLARS SPENT over a ten-year period is the Department of Commerce estimate of what it will take to provide additional water and sewerage improvements for outlying areas and to offset obsolescence and depreciation. The estimates are based on 1954 costs, and break into \$10 billion to take care of an accumulated backlog of new facilities needed, and \$15 billion for obsolescence and depreciation. The Department states that recent annual expenditures are only slightly in excess of \$1 billion. Lack of water and sewerage facilities comprise the primary problem confronting builders developing outlying areas to house bulging population increases in nearly every metropolitan center, and countless smaller cities.

SECOND ONLY TO THIS PROBLEM is the matter of expanding elementary and high school facilities. Some authorities have estimated the cost at \$300 per new house added in suburban areas.

HOME BUYING will break all records in 1955, according to the Federal Reserve Board's annual report on consumer buying. More families expect to repair and remodel than did in recent years, too.

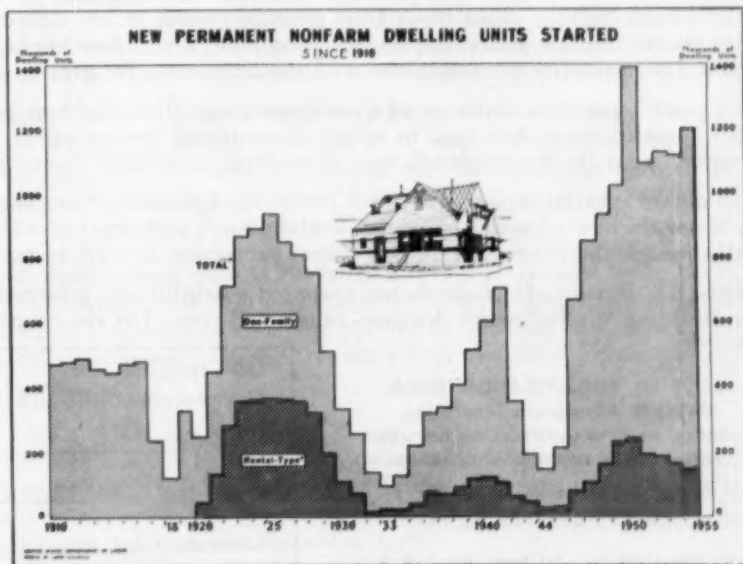
The report said that 9.6 per cent of consumers plan to buy or build houses. This is a larger percentage than in any year since the board began such questioning seven years ago. It topped such peak years as 1950 (8.4 per cent), 1953 (8.3 per cent), and 1954 (6.6 per cent).

About 22.7 per cent of the spending population is expected to repair and remodel its homes this year, the board said. This is better than the 19.6 per cent of last year and the 16.9 per cent of 1953. As in 1954, about one-third of the consumers planning such expenditures expect to spend \$500 or more.

NATIONAL HOME WEEK has been extended this year to include two week ends. NAHB president Smith set the dates for the huge home ownership observance as September

10-13. The extra week end, he said, would give more people a chance to visit the 10,000 exhibit homes expected to be shown. National Home Week provides a fabulous opportunity for manufacturers of building materials and equipment to show their products to the public. Many manufacturers cooperate with local builders in their annual exposition. NAHB estimates that more than 150 cities will participate.

LUMBER DEALERS have experienced a declining profit in the face of record sales. One explanation is the keener competition these vital members of the distribution chain of building materials are facing. A spokesman for the National Retail Lumber Dealers' Association says that if keener competition is the cause of declining profit rates, the answer doesn't lie in lessening competition, but rather in meeting competition more intelligently by means of aggressive merchandising. During 1954, sales of lumber dealers amounted to \$7.4 billion.



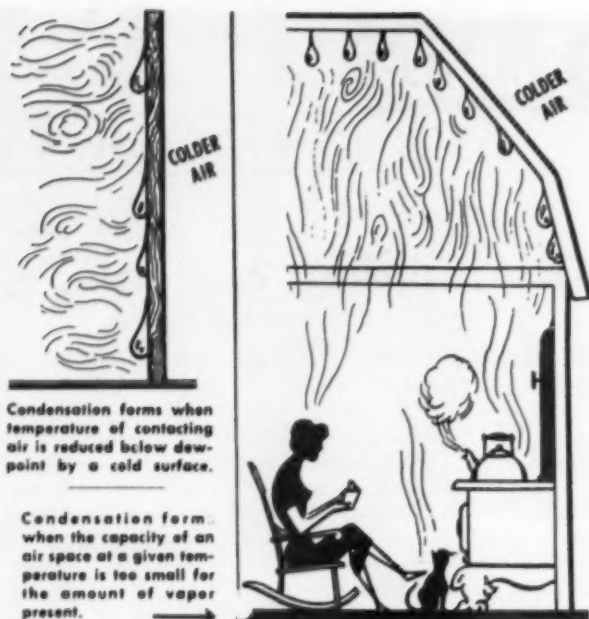
How to Reduce CONDENSATION!

Prevent Damage to Wood, Plaster, Paint, etc.

As air becomes colder, it can hold less vapor in suspension. The degree of saturation increases until a dew-point is reached and condensation occurs.

Heat flows from warm to cold by conduction. A material which is in contact with air colder than itself on one side and air warmer than itself on the other side, will *continuously* extract heat from the warmer air by conduction and lose it to the colder air. As the contacting warmer air becomes cooler by this action, the amount of vapor it can hold in suspension without condensing becomes smaller.

The denser and bulkier the material, the more heat it can extract before attaining room temperature, if it *ever* does. The scientific construction of multiple layers of accordion aluminum, fiber and air spaces minimizes condensation formation on or within this type of insulation, when installed in building spaces.



Condensation forms when temperature of contacting air is reduced below dew-point by a cold surface.

Condensation forms when the capacity of an air space at a given temperature is too small for the amount of vapor present.

THE REASON CONDENSATION IS MINIMIZED

Since the sheet of aluminum adjacent to the warm, inner air of a building weighs only about $\frac{1}{4}$ oz. per sq. ft., it does not need to extract much heat from that air to attain and remain at room temperature. Since the emissivity of the aluminum surface is only 3%, little heat is lost by radiation and this further enables the aluminum to remain at about room temperature and not extract much heat from that warmer air.

Since the other sheets of aluminum and fiber retard heat flow by inner as well as outer convection, and since conduction is slight through the preponderant low density air spaces, the sheet's other surface faces a space which is only a *little* colder than the aluminum itself. But because warmth flows to cold in conduction, the aluminum will *give off a slight* amount of heat to the colder space, thereby slightly *increasing* the vapor retaining capacity of that space. The successive reflective spaces and sheets of aluminum and fiber behave similarly. Since each aluminum surface is slightly warmer than the air it faces on its cold side, there is no extraction of heat (*The reverse is true.*)

CONTINUOUS VAPOR BARRIER

When multiple accordion aluminum is used, fortuitous vapor and water (like rain) which intrude into building spaces will, as the vapor pressure develops therein, gradually flow out as vapor through exterior walls and roofs because vapor flows from areas of greater to less density. Since the vapor cannot back up through the continuous, almost impervious aluminum, it will flow out because exterior walls and roofs have substantial permeability in comparison with the aluminum, far greater than the required 5:1 ratio.

Of great importance is the use of a continuous metallic vapor barrier of zero water vapor permeability, without "breaks" every few feet, to retard the outward flow of vapor which originates inside the house. Infiltration under the flat stapled flanges of multiple accordion aluminum is slight.

To obtain MAXIMUM, *uniform-depth* protection against heat loss and condensation formation, it is necessary to use the new edge-to-edge multiple aluminum, each sheet of which stretches from joist to joist, and also all through the flanges for further vapor protection as well as permanent attachment of each sheet.

The U. S. Bureau of Standards has prepared a helpful and informative booklet, "Moisture Condensation in Building Walls," which discusses causes and cures. Use the coupon to get a free copy from us.

*Patent applied for.

COST OF EDGE-TO-EDGE INFRA Multiple Aluminum Insulation
installed in new construction between wood joists, material and labor

Type 6-PS about 10¢ sq. ft.

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Planned urban renewal can convert stagnation into healthy growth. On this theme, offered by Urban Renewal Commissioner James W. Follin, centered the slum prevention and neighborhood rehabilitation conference held late in March by the Ohio Home Builders Association, NAHB, and Ohio State University on the latter's campus in Columbus, Ohio.

"By blocking blight with efficient rehabilitation," Follin said, "by removing the depressing effects of slums on neighborhood property values, by relieving congestion, by increasing tax revenues and reducing outlays for crime, health and fire protection, by opening up additional areas for commerce and industry—in these and many other ways the urban renewal program can give the ultimate impetus to reaching the goal of better community life. This is an opportunity that private enterprise cannot afford to miss."

•
One-fifth of the families in St. Paul, Minn., will buy a home in 5 years. This means 18,800 home sales, according to a Dispatch-Pioneer Press survey, of which one-third to over one-half will be new units.

Most of the buyers (40 per cent) will be in \$12,000-\$15,999 price range, but 35% will seek houses costing \$8,000 to \$11,999, the study disclosed. About 14 per cent will be interested in the over \$16,000 bracket, only 4 per cent over \$20,000.

Consensus of cash down payment was near 10 per cent.

•
Housing starts in March totaled 117,000, 30 per cent higher than the February amount and 23 per cent above March, 1954. Private contractors accounted for all but 900 of the new houses.

Seasonally adjusted annual rate moved upward to 1,407,000 units, halting a gradual decline which began last December.

First quarter of 1955 accounted for 295,000 starts, an increase of 25 per cent over the 236,000 total of the first three months last year.

Revised total of starts for 1954 is 1,220,400. Labor Department, rechecking December figure, cut it 400 units to 90,600. Private work amounted to 1,201,700 dwelling units; public housing 18,700.

•
Housing records are not what they seem to be, allowing for inflation and population growth since the "roaring twenties." National Industrial Conference Board, New York, reports that in 1925-29, private construction expenditures were about 13 per cent of the gross national product; in 1950-54, only 6 per cent.

Outlay for private work today is about 75 per cent of the 1926 peak, says Dr. George Gline Smith, F. W. Dodge economist, if we "deflate these outlays by using an index of construction costs and then adjust for growth of the country by putting them on a per capita basis."

•
Star of this month's home show at Pittsburgh will be a 50-year-old home. It will be moved intact and set up on its armory site to show people how effective modernization and rehabilitation of older homes can be. In addition, it is expected to attract considerable interest, because of the city's strict new housing code, put into effect last March.

•
NLRB has been asked to determine bargaining agent for Cleveland carpenters. Last year's strike caused a split with Building Trades Employers Assn. coming to an agreement before the HBA of Greater Cleveland. Home builders want to bargain separately this year, but have been ignored so far.

"Good design... quick sales with

...says Detroit builder team



"Andersen Flexivents are easy to install. Once our men have completed the first job, assembly and installation go very fast. And Flexivents make our jobs look distinctive. Finish is good and the construction is tight," says John H. Wake, building superintendent for Wake-Pratt.

"Flexivent's great flexibility permits us to accomplish variations in design with only minor adjustments in plans. We like the clean horizontal lines that give the impression of length to our houses," says Edward W. Pratt, president of Wake-Pratt Construction Co., Royal Oak, Michigan.

"Definitely a window that helps us sell homes," says Raymond Hanes, salesman for Louis A. Demute, Inc., realtors in Royal Oak, Michigan, handling sale of Buckingham Acres homes. "We always demonstrate Andersen Flexivents when we show the house to prospective buyers."



Ease of installation with Flexivents is evident in this picture of workmen slipping 6-sash WINDOWALL into place at Wake-Pratt Construction's 200-home Buckingham Acres project in Clawson, Michigan.

easy construction... Andersen Flexivents®

With men who build homes for sale, and with the men who sell those homes, the versatile Andersen Flexivent is gaining strong friends fast. Why? Because Flexivent is leading the way in versatility, high quality, low cost...and customer sales appeal. Look into the advantages Flexivent can offer

in the next project you plan or build.

For more information on Andersen Flexivent Units see your WINDOWALLS distributor or write to Andersen Corporation. WINDOWALLS are now available from distributors throughout the country including the Pacific Coast.

• TRADEMARK OF ANDERSEN CORPORATION



View of finished homes in the Wake-Pratt Buckingham Acres project. All units feature Andersen Flexivents exclusively.

Andersen Windowalls*

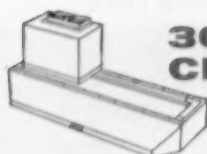
COMPLETE WOOD WINDOW UNITS

ANDERSEN CORPORATION • BAYPORT, MINNESOTA



Ease of assembly is readily apparent here. Workmen are putting together a picture WINDOWALL by combining Flexivents and Flexi-view Units right at job site. This is also at Buckingham Acres.

ONLY **TRADE-WIND** GIVES YOU WIDEST SELECTION OF KITCHEN VENTILATORS AND HOODS from \$71.65 list... up

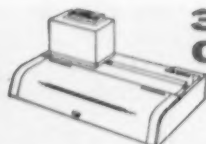


**300
CFM**

Trade-Wind Model 1501 Ventilator plus
30" or 42" Stationary Stainless Steel
Hood —

\$71.65 LIST

Add \$11.00 for Copper

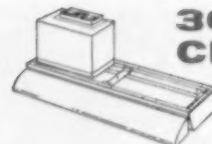


**300
CFM**

Trade-Wind Model 1501 Ventilator plus
30" to 42" Expansion Hood, Stainless
Steel or Copper —

\$83.40 LIST

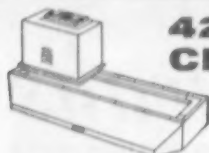
Add \$2.95 for 42" to 54" Hood



**300
CFM**

Trade-Wind Model 1501 Ventilator plus
30" or 42" Fold-Under Hood, Stainless
Steel —

\$91.65 LIST

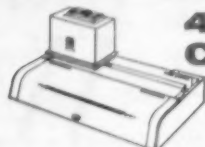


**425
CFM**

Trade-Wind Model 2501 Ventilator with
4 speeds, plus 30" or 42" Stationary
Stainless Steel Hood —

\$91.20 LIST

Add \$11.00 for Copper

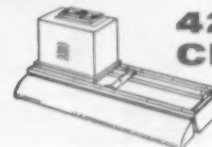


**425
CFM**

Trade-Wind Model 2501 Ventilator with
4 speeds, plus 30" or 42" Expansion
Hood, Stainless Steel or Copper —

\$102.95 LIST

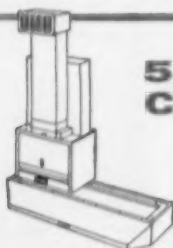
Add \$2.95 for 42" to 54" Hood



**425
CFM**

Trade-Wind Model 2501 Ventilator with
4 speeds, plus 30" or 42" Fold-Under
Hood, Stainless Steel —

\$111.20 LIST

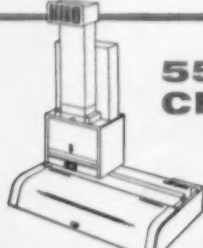


**550
CFM**

Trade-Wind Model 3501 Super Ventilator
with 4 speeds, plus 30" or 42" Sta-
tionary Stainless Steel Hood —

\$142.25 LIST

Add \$11.00 for Copper

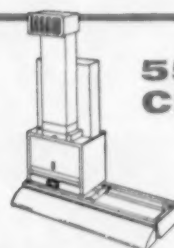


**550
CFM**

Trade-Wind Model 3501 Super Ventilator
with 4 speeds, plus 30" to 42" Expansion
Hood, Stainless Steel or Copper —

\$154.00 LIST

Add \$2.95 for 42" to 54" Hood



**550
CFM**

Trade-Wind Model 3501 Super Ventilator
with 4 speeds, plus 30" or 42" Fold-
Under Hood, Stainless Steel

\$162.25 LIST

BUILT-IN BACK DRAFT DAMPERS



These efficient dampers are built
into all models and eliminate buying
an extra accessory.

FILTER GRILLES



Designed especially for cabinet
installations of Model 1501 and
2501, \$7.50 List.

HOOD LIGHT



Easy-to-clean light for use
with Expansion and Fold-Under Hoods.
This sockets and independent
switch, \$7.50 List.

Trade-Wind Motorfans, Inc.

7755 PARAMOUNT BLVD., DEPT. AB RIVERA, CALIFORNIA

NEWS

Hotpoint to Give 4 Regional Houses

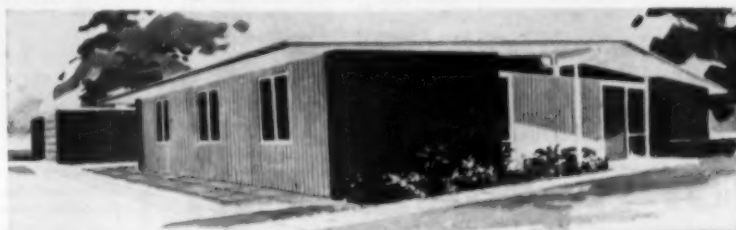
A national contest with a regional flavor which will culminate with the awarding of four completely furnished, three-bedroom houses during National Home Week, has been announced by the Hotpoint Co. as the high point of its golden anniversary merchandising program.

Coast-to-coast building of 150 duplicates of the houses is proceeding and most of them will be completed for showing this month when the two-month contest gets under way, according to Living for Young Homemakers, co-sponsor.

Embodying a \$5,000,000 promotion on its part, the appliance manufacturer plans not only to give away the homes on sites of the winners' choosing but also to award 50 complete Hotpoint kitchens and 5,000 individual appliances.

The four house designs were selected to be built in their regions within the \$15,000-\$25,000 bracket, less land, appliances and improvements. Each is planned for a family of four and intended for a plot of at least 75 feet frontage. Architects designing the houses were: Eastern, Stanley Reese, New York; Midwest-ern, Norman Nagle, Minneapolis;

Northern Design in National Contest



Midwest house built around central core, planned by Norman Nagle, Minneapolis architect, for the merchandising-contest program of the Hotpoint Co. and Living for Young Homemakers

Southern, Bruce McCarty, Knoxville, Tenn., and Western, Donn Emmons, San Francisco.

Pilot models due to be ready by May 1 are being built by Harold Kramer in Clifton, N. J.; by Towne Development Co. (Lou Kline) in Mount Prospect, Ill.; by Martin Bartling in Knoxville and by Stern & Price in San Francisco.

Deny Overbuilding

Richard C. Higginbotham, president of the HBA of Greater St. Louis which claims nearly 200 builder members, has declared that he believed that to a man the members felt as he did, that "rumors of overbuilding,



whatever their source, whatever their purpose, have been erroneous and without foundation in fact . . . Chicago Metropolitan HBA's 1955 Spring Home Preview will extend through May 8, has more than 100
(Continued on page 17-N)



Reprinted from Peoria Star

Peoria Club Gets State Charter

A. R. Lang (second from left), president of the Peoria Builders Club, accepting a charter from Cecil S. Madaus, president of the Home Builders Association of Illinois. Witnessing the ceremony are Charles R. Kervin (left), executive vice president of the state group, and John J. Schad, Peoria vice president. The 13-year-old club has about 140 members



Start of a \$40 Million Center

Walter G. Stackler (left) and Leonard L. Frank (right), who are starting Mid-Island Plaza, with 1,000,000 sq. ft. of store area near thousands of homes they have built at Hicksville, Long Island, shake hands with B. Earl Puckett, chairman, Allied Stores Corp., and Ralph F. Wirtz, president, Gertz Department Stores, after contracting for 300,000 sq. ft. Gertz store

**Greater value,
convenience,
economy and
SALABILITY
for homes with**



MODERN KITCHENS SELL FOR YOU! Especially when the cabinets are Republic-made, and the sink is of lustrous Republic ENDURO Stainless Steel. More and more home owners prefer stainless because it has nothing to chip, peel or wear off. It's solid. And it is so easy to clean and keep new looking. Best of all, it will last as long as the house.

REPUBLIC STEEL



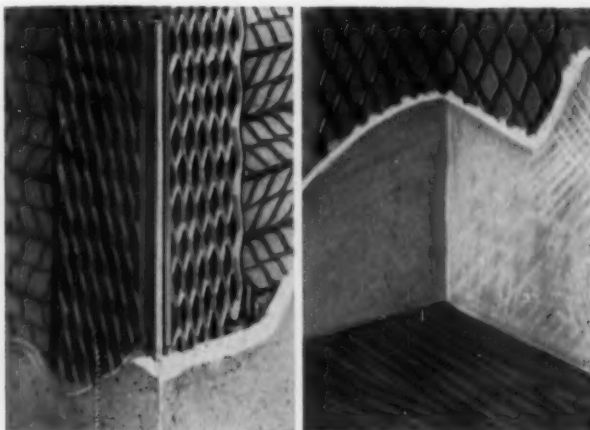
CONVENIENCE IS THE WORD for Truscon Sliding Steel Doors. Once women see them, try them, they want them. These doors glide silently on nylon rollers, never warp or swell. You buy them complete with frames and hardware ready for immediate installation.



ECONOMY? YOU BET! Truscon Steel Swing Doors can be installed in just $\frac{1}{3}$ the time required for non-metallic doors. They are sound-deadened, quiet in operation. They never twist or shrink. You paint them to match room decorations. Women love them!



ALWAYS A GOOD SELLING POINT IS SAFE, ADEQUATE WIRING. Design for adequacy. Then protect the wiring and structure with Republic ELECTRUNIT EMT, the original lightweight electrical raceway. It is easy and economical to install. It is galvanized to resist rust. It provides a modern pull-in, pull-out grounded safe steel raceway system. It's a quality feature.



PROTECTION AGAINST WALL AND CORNER CRACKS. That's a real selling feature, too. And it is assured when you use Truscon Metal Lath, Corner Beads and Accessories. They are approved by all building codes and accepted by plastering contractors. They increase fire-resistance, too.

BUILDING PRODUCTS

Steel in housing means quality in housing. It adds the interest that often turns "lookers" into "buyers." It brings a new kind of convenience, because steel never shrinks, warps, swells or rots. It increases fire protection. It helps protect resale values. And *it is competitive in price*—can actually be lower in many cases in life-of-the-house cost.

Republic Steel Building Products can help you build housing with all these advantages. Can help you make sales by affording the features that

home owners want, are looking for, will buy.

Plan now for greater salability tomorrow. Plan to provide the quality and performance of Republic Steel Building Products. Count on steel's strength and durability plus Republic's quality fabrication to help you live up to your warranty.

Your local distributors and jobbers carry Republic products in stock. Mail the coupon for full details and the name of your nearest source.

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of Standard Steels and Steel Products*

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| <input type="checkbox"/> Republic Steel Kitchens | <input type="checkbox"/> Truscon Metal Lath |

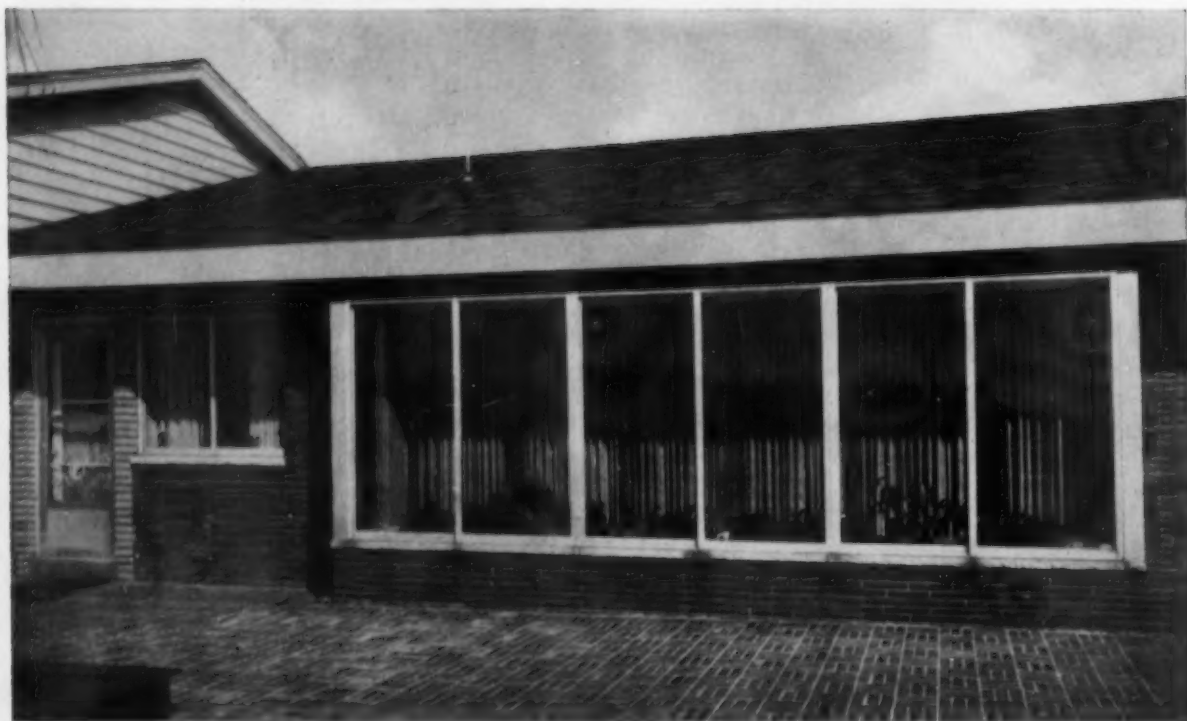
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Lustracrystal Saves Me 35%

Says Roland Catarinella, Pittsburgh Builder

When I use $\frac{1}{2}$ " LUSTRACRYSTAL, I save at least 35% on my glass cost over $\frac{1}{4}$ " plate glass, says Mr. Catarinella. Using LUSTRACRYSTAL, I can use plenty of glass which my buyers are demanding. I can use heavy glass and still keep my costs down.

Many builders are turning to LUSTRACRYSTAL because it is the economical glass for large openings or for glass doors and because it is completely satisfactory for these purposes. You too can add glass, add beauty and still keep your costs down with LUSTRACRYSTAL, a product of the AMERICAN WINDOW GLASS COMPANY.



ROLAND CATARINELLA

Mr. Catarinella is President of Catranel Builders, Developers and Realtors, a business started more than 30 years ago by his father. He entered the business after graduating from West Point in 1946. He is a director of the Home Builders Association of Metropolitan Pittsburgh and of the Pittsburgh Housing Association. His firm was a Grand Sweepstakes Winner in the 1953 Honeywell Acapulco Derby.



AMERICAN WINDOW *Glass* COMPANY

Specialists in the manufacture of flat glass since 1899.

9 West Park Way • Pittsburgh, Pa.

AMERICAN BUILDER

NORTHERN NEWS

(Continued from page 13-N)

builders participating in a National Home Week setting moved up to springtime . . . Madison (Wis.) Builders Assn. will hold its first spring Parade of Homes beginning May 22. Of 19 models, seven are split-levels . . .

Philadelphia area showplace, the 137-acre former Morris L. Clothier estate in Villanova, Pa., has been purchased by **Joseph Girsh** and associates for ranch and split-level masonry homes at \$25,000 up . . . New syndicate headed by **Ellis E. Comfort**, head of J. Bishop & Co., also Philadelphia, has acquired 300-acre Crum Creek Farm in nearby Chester and Delaware counties for subdivision into "small estates." . . .

Produce 'Homes' Color Film

Edward Rose & Sons of Detroit has completed an 18-minute color-sound film entitled "Homes for America." Describing advantages of home ownership and steps in erecting the modern house, the movie is being made available to local clubs and civic groups. **Irving Rose**, president, has announced plans to build 125 houses this year in Louisville, while continuing to expand operations in the motor city. The firm reported 110 home sales during February . . .

L. Edwin Hoppes, Springfield, Ohio, contractor, has announced a ten-year plan to build 2,200 brick homes north of his city in a development known as Northridge . . . Cincinnati has two of its largest home projects off to a quick start: Chantilly Woods, 275 air-conditioned homes to be built by the **Arcoe Co.** at \$16,900 to \$21,500 each, and Faxon Hills, where **Faxon Development Co.** is starting a long-range deal calling for 250 homes above \$20,000 and 15



Schenectady Fetes State Officers

Joining in sixth anniversary celebration of HBA of Schenectady, N. Y., are (from left) **Owen Begley**, former mayor; **Frank P. Tufaro**, NAHB regional vice president; Mayor **Archibald Wemple**; **Charles M. Jaeger**, president, New York State HBA; **Henry Buerker**, newly elected president, Schenectady; **Robert A. Durk**, executive director, New York State HBA; **Edward Burghardt**, vice president, Schenectady

apartment buildings . . . **Kendall Construction Co.** opened \$12,690 ranch model April 1 for 600-home Madison Park project in Madison Township, N. J. Within a week, the seven-room, two-bath exhibit home attracted 84 buyers . . .

FHA is moving its metropolitan New York district office, directed by **Fred J. Ewald**, to larger quarters at 205-07 Hillside Ave., Hollis, Long Island, on May 1 . . . Indiana Lumber & Builders' Supply Assn. has elected **Robert N. Jennings** of New Castle, Ind., as president. **Jack Klemeyer**, Vincennes, is first vice-president; **John C. Hilker Jr.**, Fort Wayne, second v.p. . . . Evansville, Ind., HBA, has appointed **Thomas P. Toon**, a former city clerk, as executive secretary . . . **Joseph M. Biance** is the new executive director of HBA of Albany, N. Y., stepping into the place of **Joe Degnan**, who switched to NAHB in Washington a year ago.



Aid for the Central City

Webb Coe (right), president of Builders Association of Metropolitan Detroit, tenders group's \$10,000 contribution for Detroit capital gifts fund to Mayor **Albert E. Cobo**. Executive vice president **Irvin H. Yackness** is at left



Put Spotlight on Rehabilitation Efforts

Two-day conference on slum prevention and neighborhood redevelopment held by Ohio HBA at Ohio State University, Columbus, featured several discussion groups such as this one on profit aspects of rehabilitation. On this panel were **Karl M. Kumler**, housing manager, Peoples Development Co., Columbus; **Lawrence M. Irvin**, secretary, Ohio Planning Conference; **Clifford M. St. Clair**, executive vice president, Ohio HBA



Canadian Changeover

Gordon S. Shipp (left) of Toronto congratulates **Harry J. Long** of the same city, his successor as president, National House Builders Assn.



Walls of this inviting kitchen display room of the Minneapolis Gas Co., Minneapolis, Minn., are Holl-E-Wood Brick. The installing mechanic, Mr. Ray Peterson, had no previous experience with Holl-E-Wood Brick. He nailed and painted approximately 220 square feet of Holl-E-Wood Brick over plywood, which had a large number of crooks and corners, in approximately 12 hrs. His work included cutting and cementing inside and outside miters, cementing butted panel seams of molded styron sheets, and painting to produce this sturdy, amazingly realistic brick wall effect.

Exciting, New HOLL-E-WOOD Brick

The *big* trend is to brick interior walls. Be the *first* in your town to cash in on this ready-made demand . . . with Holl-E-Wood Brick. With it you can nail or cement amazingly realistic "brick" interior walls, *anywhere, fast*, for the applied cost of plastic tile.

Holl-E-Wood Brick is made from sturdy, lightweight styron sheets, molded in brick wall patterns . . . Antique, Modern, Roman Faces.

Nail or staple them over studs or wallboard. Nail or cement them to existing walls. Decorate them in any color, new or used brick effect, just as the customer wants. No special foundations or supports needed. Easy to cut and join on flat surfaces, inside or outside miters. Holl-E-Wood Brick goes on fast . . . costs so little . . . looks so good.

Consumer magazines now feature full-color pictures of interior brick wall panels in homes. Cash in on millions of dollars worth of free publicity on this latest design trend with instantly successful Holl-E-Wood Brick.

FOR NEW CONSTRUCTION OR REMODELING HOMES OR NON-RESIDENTIAL WORK . . .

- Recreation Rooms
- Kitchens
- Bathrooms
- Living Rooms
- Dens—Porches
- Display Rooms
- Stores
- Restaurants
- Hotels
- Offices

**BUILDERS! REMODELERS!
OFFER THESE FEATURES:**

- Any color or face the customer wants
- New or used brick effect
- Quick, low-cost installation
- Sells on sight

DEALERS . . . GET STARTED NOW!

- Cash in on this ready-made demand
- Quick repeat business
- Free training for installers
- Sold only through wholesalers—dealers

IMMEDIATE DELIVERY

**TERRITORIES
OPEN**

AMERICAN BUILDER

THE HOLL-E-WOOD COMPANY

555 WILCOX STREET

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Please rush literature, pictures and installation details on Holl-E-Wood Brick.

I AM A: ☐ BUILDER ☐ REMODELER ☐ DEALER

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THYER HOMES

(formerly known as
Pollman Homes)

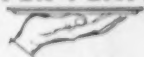
New! Deluxe Models

Available with
Garage
or Carport

● Looking for something different—some extra appeal for today's "harder-to-sell" home buyer—a way to add more variety to a subdivision or street of homes? The new line of Thyer Homes featuring attached garages or carports are just the answer. Factory-assembled and conventionally built, they are erected as a single unit with the house. The cost of this additional space is low—yet receives liberal valuations from lenders.

If you would like more information about Thyer Homes, with or without garages or carports, write today. We will be glad to send literature or have a representative call.

THYER'S "SILVER PLATTER" PROFIT SYSTEM



● FINANCING SERVICE

Your local Thyer Factory Representative will be glad to help you arrange construction and permanent financing for FHA, VA or conventional loans.

● LOCAL FIELD SERVICE

Thyer factory representatives located in 28 states are ready to assist you in erecting, land development, arranging financing, and planning local advertising and model home showings.

● TURN-KEY CONTRACTING SERVICE

For developers who wish to build 100 or more houses at a time, Thyer can provide a turn-key building service that delivers houses at a bonded contract price. (At present this service is available in all Southern and in most Northern states.)

● NATIONAL ADVERTISING SUPPORT

A hard hitting program in national consumer magazines pre-sells your prospects—helps create buyer interest in Thyer Homes.



PARENTS' SEAL

Thyer fabricated units have been awarded Parents' Magazine Commendation Seal.



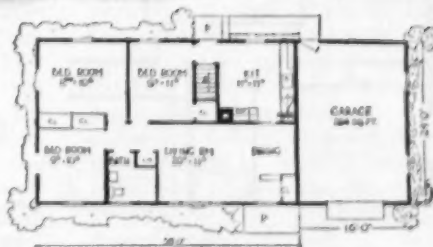
Model 2289-B with Garage

One of several (3 bedroom) Thyer Homes available in Northern States only, featuring garage or carport. For information about Thyer Homes designed for Southern and Gulf coast states, write to Jackson, Mississippi.

THE THYER MANUFACTURING CORPORATION

2854 Wayne Street,
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AMERICAN BUILDER SELECTED **Ideas in action**



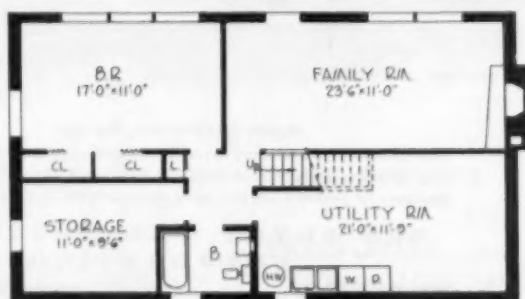
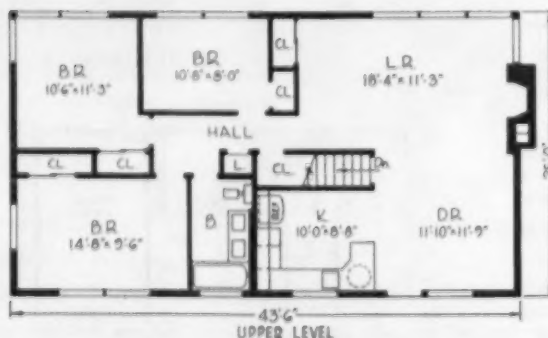
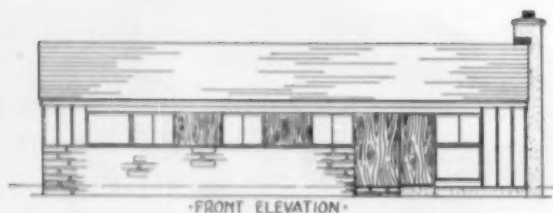
House turns its back to the road, nestles to hilly site with living room overlooking backyard

Hillside house with a do-it-yourself feature

Lima, Pa.

This two-level house provides space for a fourth bedroom and bath at the ground level, which the owner can add on a do-it-yourself basis. This feature is a logical end-product of designing the house to fit a site that slopes away from the road, and placing the principal living rooms on the upper level.

The house sells for \$15,000 and is typical of homes being offered by Arters Brothers, Inc., in their Riddlewood development near Media in the Philadelphia suburbs. Architect was George Hay.

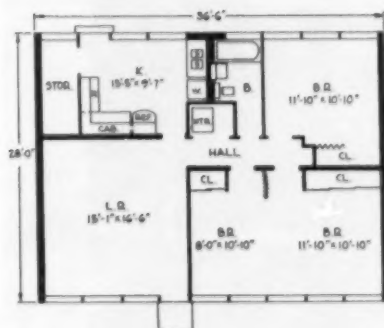


Lower level as it would look in finished state

from the north



1,022 square feet ... in brick



Detail of the front. Note the method of securing outrigger to the extended rafter ends. Designer was Harry J. Quinn, architect

... for \$11,500 on owner's lot

Chicago, Ill.

The use of SCR-brick, with modular planning for the roof and walls, has made an economical construction system for this small house being built on scattered lots in Berwyn, Illinois, by John Birch.

A 6-inch wide brick unit makes possible the use of half bricks at windows and other openings. The brick breaks easiest in the center and thus both halves are usable. Further economies are realized because of the straight, uninterrupted surfaces of the two side walls.

After the slab is laid, the mason proceeds to build up the walls without having to have a carpenter on

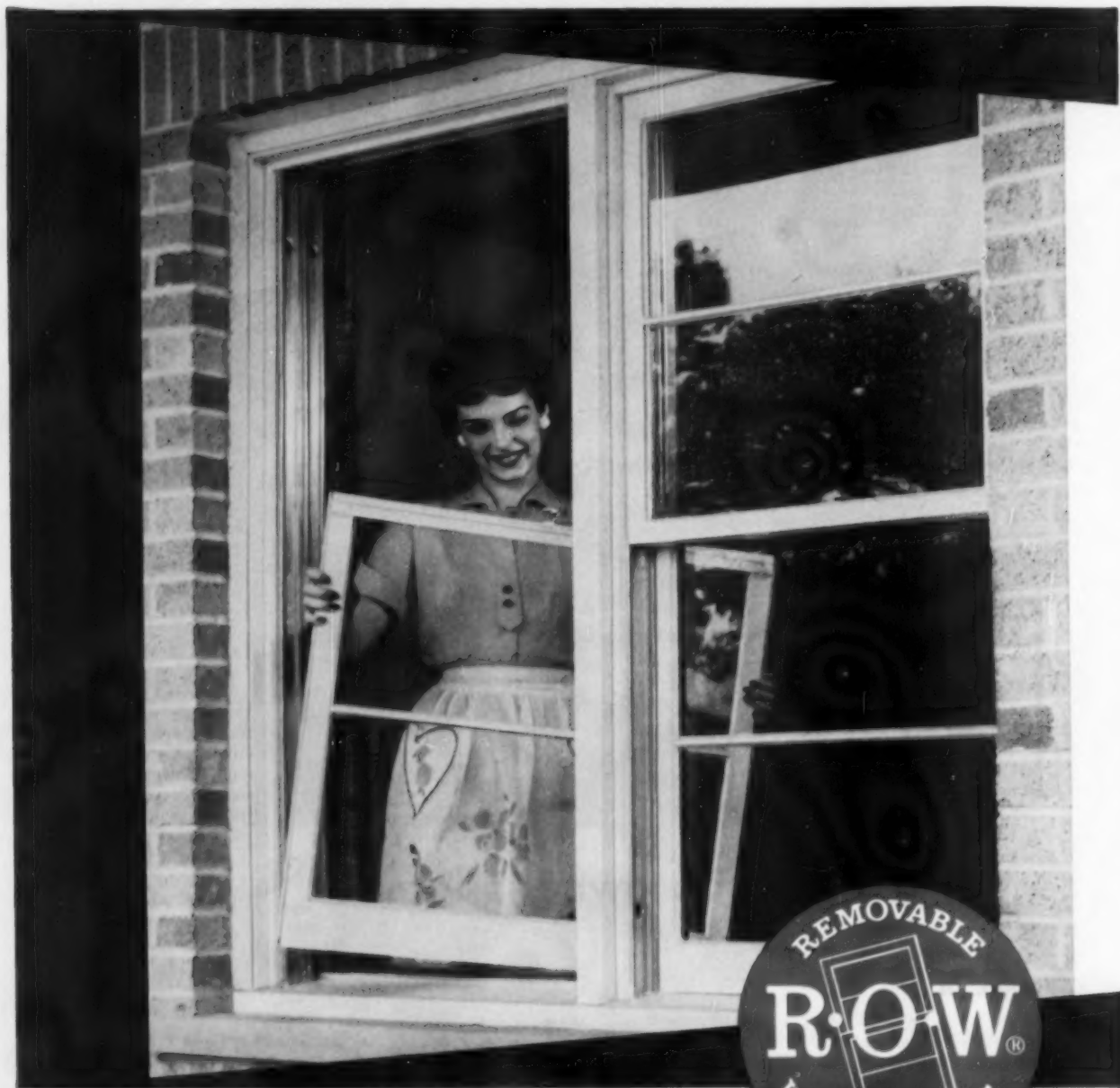
the job to set window and door frames, check heights, as he goes along. The mason goes straight through with his job and completes it, returning to the job only for the cleaning process.

After the mason, comes the carpenter and sets window frames where required on top of the front and rear walls, and applies filler strips in the tolerance left between the frame and the brickwork. The window and door frames are securely nailed to the 2x2-inch furring strips which are held to the brickwork by metal clips. Stone sills of same thickness as brick are used.

The 4x8-inch wood framing members are laid out on a 4 foot $\frac{1}{4}$ inch module. These are supported by an exact center bearing wall and beam that span the living room. The roof construction of 2-inch-thick by 4-feet wide Cemesto boards is placed directly over the exposed beams. The front and rear window walls are structural. They are butted together to form a 4x6-inch column. The roof beams rest on these members.

The roof surface is flat with three sides saucered by strips to prevent water from dripping over the edges, except at the rear where gutter and downspout are installed.

THEY CHOSE THE HOMES



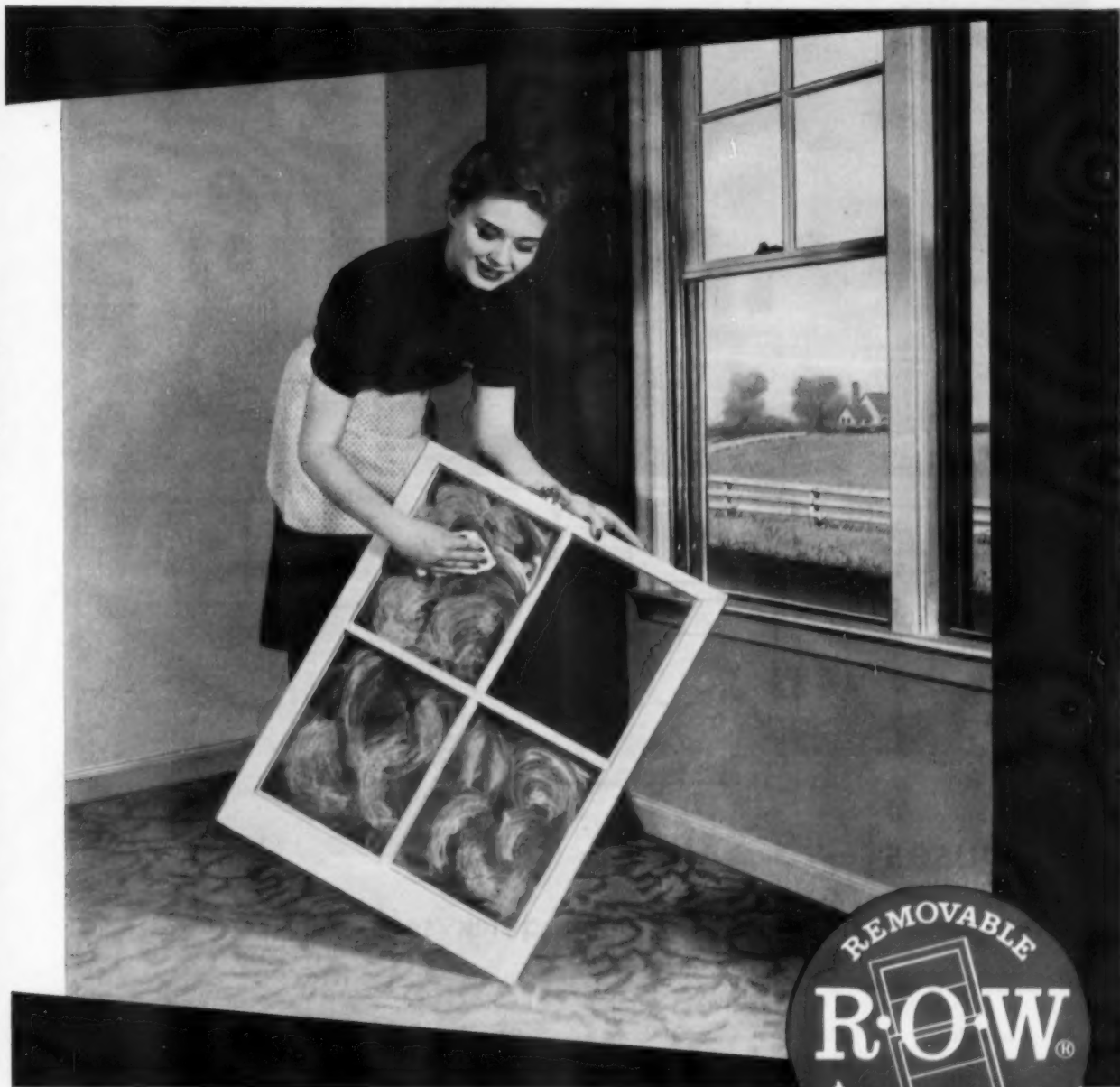
R·O·W windows outsell the next most popular windows by a wide margin. That's important to builders because buyers look for R·O·W windows when they're house hunting. They appreciate the lift-out feature and the comfort and economy of a tight seal. Home prospects like the warmth of *residential* R·O·W windows, too. It pays to install R·O·W double-hung wood windows.

R·O·W is the registered trade-mark of the R·O·W Sales Co.

See your local lumber dealer or write

R·O·W. SALES COMPANY, 1365 ACADEMY AVE. • FERNDAL 20, MICHIGAN
AMERICAN BUILDER

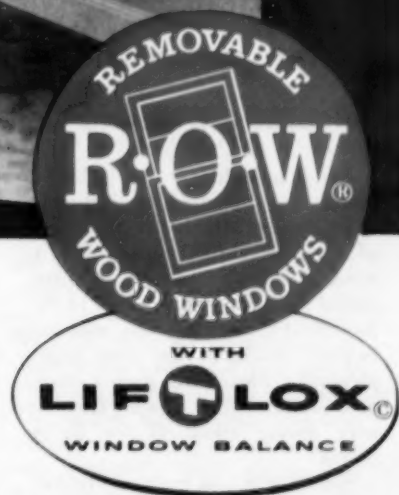
WITH LIFT-OUT WINDOWS

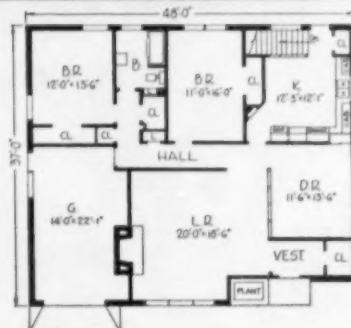
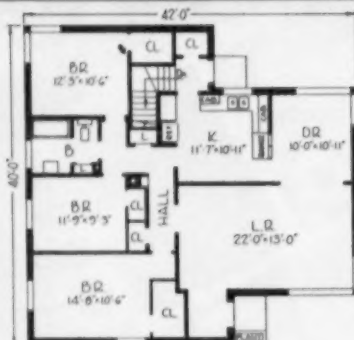
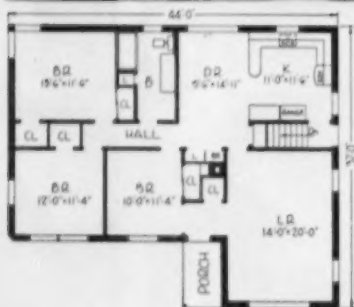


Homes with R·O·W windows are not only easier to sell, they're easier to build, too. Builders save up to 50% in labor time by priming R·O·W removable sash and storing them until the job is ready for interior trim. Paint lock can be avoided entirely. Nailing and insulating can be accomplished quickly—from inside the house—without ladders or scaffolding.

See your local lumber dealer or write

R·O·W. SALES COMPANY, 1365 ACADEMY AVE. • FERNDALE 20, MICHIGAN
MAY 1955





3 Houses — 3 Sales — 3 Days

What made these houses such quick sellers?

Milwaukee, Wisconsin

Building \$28,000 to \$32,000 houses on speculation was just plain risky, decided Mrs. Henry Mollgaard of The Mollgaard Company of Milwaukee, unless it could be determined just what rooms might be the important rooms to the eventual buyers. Would buyers want large, pleasant kitchens with dining areas, or would they want smaller kitchens with dining areas off the living rooms?

Since there was no sure-fire formula to follow, the Mollgaards did the next best thing. They built three houses and varied the kitchen-dining treatment. The result was star-

ting: three cash sales in three days.

What made these houses sell so fast? The answer seemed to be: good interior decoration, interesting extras, plus an imaginative approach to the needs of the future owners.

The spacious kitchen, tastefully decorated and with a dinette adjoining, clinched the sale of house No. 1 to an elderly couple. A dining room purposely included for the "woman who can't live without one" attracted just that type of buyer to house No. 2, while house No. 3 went to an executive desiring large living and entertainment areas. This need was served by offering a good-sized

kitchen, full dining room and spacious living room, in addition to two bedrooms and a full basement.

The houses were cleaned and the windows washed before they were open for inspection. This helped sales, too. All three buyers reported they had been shopping for homes for a long time but had never found any finished as nicely as these.

Mixed stone was used for the exterior of house No. 3, while the others are of combined masonry and frame. Hardwood trim throughout and imported slate for vestibules were used for all three houses. Price included lawns and fenced in back.

170 sales
the first
60 days



- From the street, the inviting look of a one-story ranch house

These points went over big with buyers:



- Cathedral ceiling (almost 12 feet at ridge) and panoramic window in living room



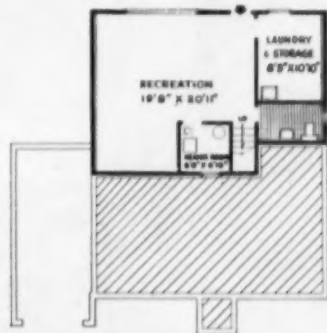
- Built-in oven (Caloric), with controls placed at eye level to eliminate stooping. Custom-built birch cabinets were also a hit



- Extra-large recreation room with big window overlooking garden



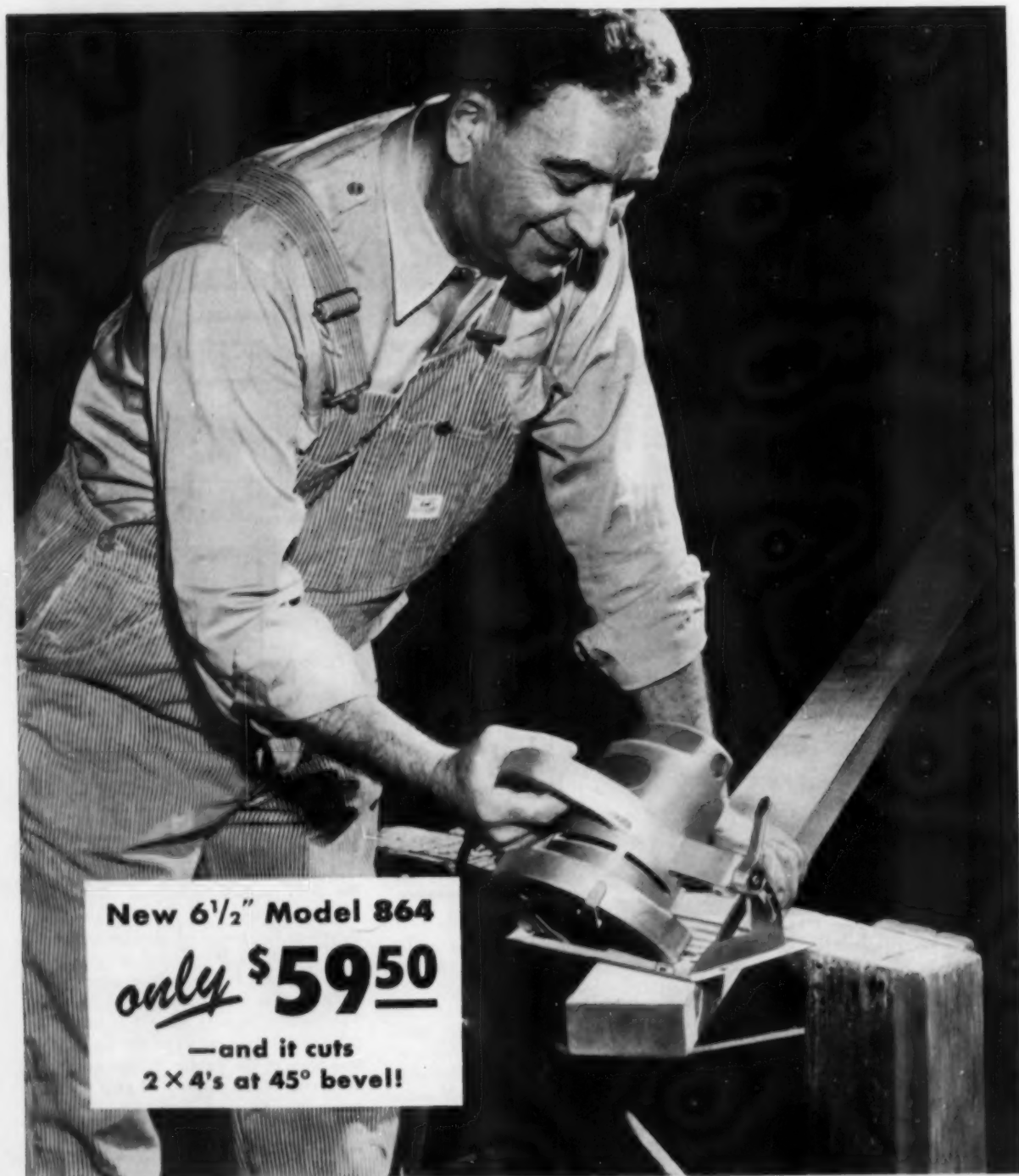
- Ground level position of recreation room, with easy access from this room to the backyard



Haddonfield, N. J.

This split-level has proved to be the most popular of several models offered by the 20th Century Construction Company of Haddonfield, N. J., in their Woodcrest development. It has 7 rooms, a floor area of 1,950 square feet, sells for \$815,000. The builder reports some 170 sales during the first 60 days the house was open to the public. Shown here are some of the points that give the house buyer-appeal. Architects Herman H. York of Jamaica, L. I., and Dante J. D'Anastasio of Camden, N. J., collaborated on the design.

3 New Heavy-Duty



New 6½" Model 864

only **\$59⁵⁰**

—and it cuts
2 X 4's at 45° bevel!

SKIL Saws

at Lowest Prices in History!

More powerful motors—plus the famous SKIL Saw features—yet here are the lowest prices in SKIL history for genuine heavy-duty SKIL Saws!

6½", 7¼" and 8¼"—a saw for every cutting job. Call your SKIL Distributor for complete information.

Have All These SKIL Features and Save, Too!

- Extreme light weight and the famous SKIL balanced design for easy handling.
- Easy, fast cutting in any position.
- High speed blade.
- Rugged, heavy-duty motor.
- Strong die-cast aluminum motor housing.
- Ball and needle roller bearings throughout.
- Quick-acting depth and bevel adjustment.
- Calibrated rip fence for both right and left hand cuts.
- Safety guard retracting handle for pocket cuts and abrasive disc use.

BRIEF SPECIFICATIONS

Model No.	864	874	884
Blade Diameters	6½"	7¼"	8¼"
Maximum Depth of Cut	2½"	2¾"	2½"
Depth Cut at 45°	1¾"	1¾"	2½"
No-Load Speed	6500 r.p.m.	6000 r.p.m.	6000 r.p.m.
Net Weight	10½ lbs.	12½ lbs.	14½ lbs.

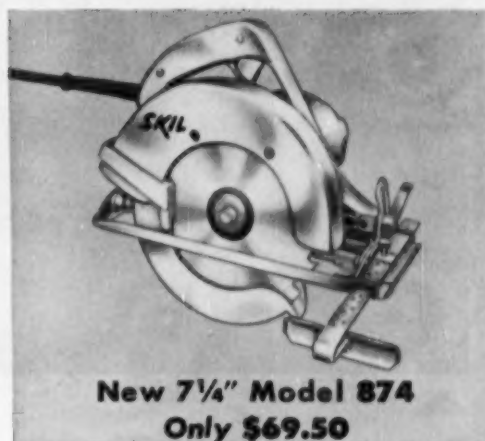
ONLY SKIL OFFERS YOU A COMPLETE SAW LINE INCLUDING THESE SUPER DUTY SKIL SAWS!



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New 7¼" Model 874
Only \$69.50



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Only \$79.50

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Made only by SKIL Corporation
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Factory Branches in All Leading Cities

Ideas in action from the north



▲
From one end ...

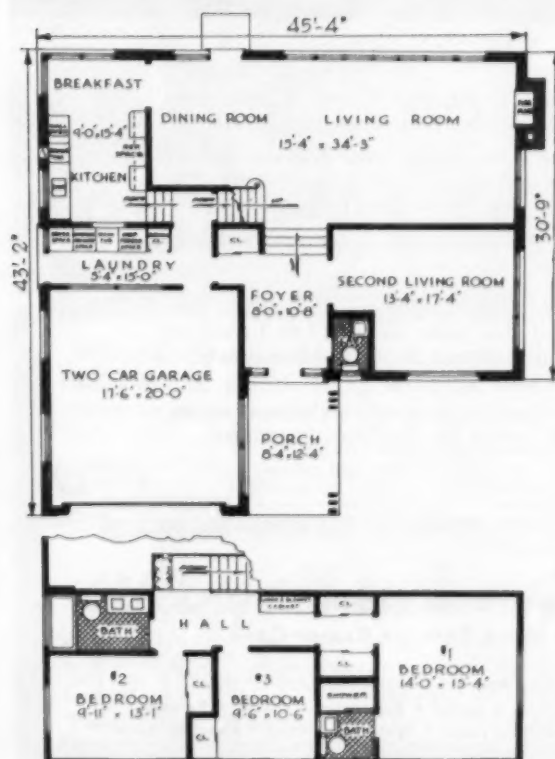
to the other ... ▼





this house is a space-maker

Plainville, L. I., New York



The views above show opposite ends of the living-dining room of an unusual split-level being offered on Long Island by the Morton Brothers at \$19,990. Architect was Rudolph A. Matern.

Spaciousness is accented (1) by the studio ceiling and studio window combined with a garden window-wall at one end of the room, and (2) by placement of a decorative open stairway and "balcony" leading to the bedroom level at the other end of the room.

Note how this balcony overlooks the French doors of the dining area. The built-in planter at the head of the stairs is another device to spread the feeling of livability and to make the balcony a part of the main living area.

The living zone of this house gains also from the second living room, or den (which could also double as a bedroom), off the front entrance hall. The builder emphasizes that this is not a "basement" playroom, since it is on the entrance level and has an 8-foot ceiling and parquet oak floor, as well as a picture window and louver doors.

On the upper level, a center hall leads to the master bedroom which has two sliding door closets and bathroom which has glass-enclosed stall shower. The family bathroom has Formica-topped twin vanity.

Note efficient planning of service area. In addition to these two levels, there is a large basement with stairway located adjacent to service entrance at side of house



**Top Michigan builder
calls Carpet "The best silent salesman"**



Robert P. Gerholz is head of Gerholz Community Homes, 32-year old Flint, Michigan development firm and former president of the NAHB.

Mr. Gerholz firmly believes that people buy homes faster than they buy houses. For that reason, he offers carpet as part of the package because, as he says, "Wall-to-wall carpeting gives the house that ready-to-live-in look."

Gerholz Homes sell faster than ever, even in today's competitive market, with carpet as part of the package.

"It's the best silent salesman in our development," says Mr. Gerholz.

Why? Because women want carpet. Surveys show that they prefer carpet 13 to 1 over any other floor covering. To them, home means more with carpet on the floor. More quiet, more comfort, more beauty, more safety and easier care.

Robert Gerholz works through his local retailer and offers his prospects a choice of colors and textures of carpet as part of the package. He, and other alert builders, know that carpet helps them sell more homes—faster.

Use this proven way to sell your homes faster.

Contact your local carpet supplier or write to the Carpet Institute for full information on selling homes complete with carpet.

Home means more with Carpet on the floor

More Quiet • More Comfort • More Beauty • More Safety • Easier Care

Buy carpets designed and made for the American way of life by these American manufacturers

Artloom • Beattie • Bigelow • Downs • Firth • Gulistan • Hardwick & Magee • Hightstown • Holmes • Karastan
Leedom • Lees • Magee • Masland • Mahawk • Nye-Wait • Philadelphia Carpet • Roxbury • Sanford • Alexander Smith

Carpet Institute, Inc. 350 Fifth Avenue, New York 1, N. Y.

Here's an Added Sales Feature for Your Homes!

Offer Windows with "BUILT-IN THERMOSTATIC CONTROL"

... Available Exclusively on

BILT-WELL

DOUBLE HUNG WINDOWS!

Only the BILT-WELL has a flexible jamb-liner weatherstrip that adjusts with temperature changes, just like the thermostat on a furnace. This patented BILT-WELL feature automatically eliminates window sticking, leaking and rattling in all kinds of weather.



Here's how it works!



TEMPERATURE

.....goes up

Temperature and humidity go up—wood expands—BILT-WELL weatherstrip moves with the sash, maintaining perfect weather-tightness and minimum lifting effort.

TEMPERATURE

...goes down

Temperature and humidity go down—wood contracts—BILT-WELL weatherstrip continues to hug the sash providing a constant seal . . . constant pressure for tightness.



Whatever the season, whatever the temperature, laboratory tests prove BILT-WELL Double-Hung Windows TWICE AS WEATHERTIGHT AS ORDINARY WINDOWS WITH ONE-TENTH THE LIFTING EFFORT!

Other BILT-WELL products favored by homebuilders include:

Complete Unit Windows, Casements, Awning Windows, Kitchen Cabinets, Multiple-use Cabinets, Overhead Garage Doors, Combination Doors, Storm & Screen Units, Basement Windows, Shutters, Exterior and Interior Doors, Entrances, Gable Sash, Louvers, Corner China Cabinets, Mantels, Telephone Cabinets and Stair Parts.



calling all builders!



Enter the big 1955 BILT-WELL BUILDERS' CONTEST. Win a free trip to Europe, Bermuda, Mexico or Hawaii. Every builder who enters will win a prize. Ask your dealer about it or write Carr, Adams & Collier for complete Contest Kit.

For information write

Bilt-Well

WOODWORK

SINCE 1866

Box 658

Dubuque, Iowa



Oliver Super 77 with hydraulic front loader

Presenting... the Brand-New **OLIVER SUPER 77 and 88**

Super new power... features... value!

Here are the newest tractors in the industrial field—the Oliver Super 77 and 88!

Here is power like never before. And both Supers offer a choice of gas or diesel engine. The gas engine has a compression ratio of 7.0:1 to give you more power on less fuel. And the diesel is a full diesel—starts and runs on diesel fuel alone. Pick the fuel that fits your work, saves the most.

Here are tractors that have the features you want—five working speeds, one road speed; long-lasting double-disc brakes; easy ball-type steering; comfortable rubber spring seat; Independent Rear Power Take-Off and many other advancements found only on Oliver Supers.

These tractors take a variety of equipment... are useful on hundreds of different jobs. Test them yourself. Find out why an Oliver Super is your best buy for power, features and value—now, and for years to come! See your Oliver Industrial Distributor for a demonstration.

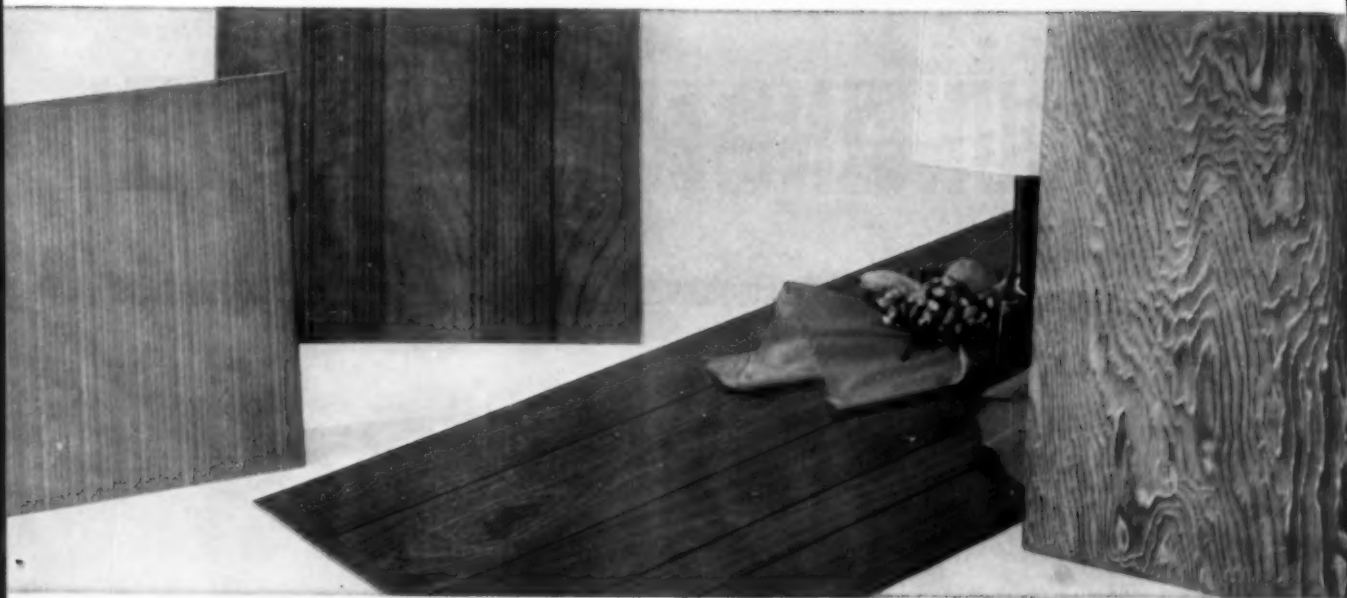
THE OLIVER CORPORATION

400 W. Madison Street, Chicago 6, Illinois

A complete line of industrial wheel and crawler tractors



Oliver Super 88 with Hydro Trencher. This trencher has a $\frac{1}{2}$ -yard capacity and quick, positive hydraulic control. It digs to 12 feet, loads to 12 feet.



WELDTEX. Here in painted fir; also in gum and Philippine mahogany. Prices from \$25**.

PLANKTEX. In natural or pre-finished Philippine mahogany. Pre-finished costs \$41**.

V-PLANK. In oak, walnut, Koring®, Honduras mahogany, Samara®. Starts at \$44**.

SEA SWIRL. Clear, weathered-look paneling without knots—\$30**, knotty Surfwood—\$22**.



SAMARA V-PLANK in this basement recreation room costs only \$44 for an 8' x 12' wall (for built-ins use regular Samara).
In Canada, Weldwood Plywood, Ltd., Montreal.

TEXTURED WOODS

Give homes new beauty, a new kind of appeal with Weldwood textured woods... at a cost as low as \$23 for an 8' x 12' wall!

Weldtex®—patented by Weldwood. Only from Weldwood can you get the original striated paneling that started the textured wood trend; fine for natural or painted finish. Comes also in exterior grade for siding; striations assure no grain raising or checking. Thicknesses: interior 5/16", 3/4" in fir only; exterior 3/8".

Planktex® combines the striations of Weldtex with alternate bands of smooth wood. Comes unfinished or completely pre-finished ready to apply. Thickness—5/16".

Sea Swirl® and Surfwood® look like weathered driftwood; fine for dens, playrooms, cabins; texture hides nail holes. Thickness—5/16".

V-Plank® features vertical grooves that give the effect of random planking. Comes already pre-finished by skilled woodcraftsmen. Thickness—3/4".

Texture 111® siding is exterior grade fir with knots and unsanded faces; gives rough-textured, dramatic look; can be installed without sheathing. Also perfect for gable ends, soffits, carports, breezeways and fences. Thickness—5/8".

All panels available in standard 4' x 8' sheets, as well as other sizes.

Send coupon for more details or visit your Weldwood lumber dealer or any of the 82 United States Plywood showrooms in principal cities.

**For an 8' x 12' wall.

®Trade Mark

WELDWOOD® TEXTURED WOOD PANELS
Made by the World's Largest Plywood Organization

United States Plywood Corporation
Box 61, New York 46, New York



I'd like to know more about Weldwood textured-look
Weldtex ☐ Planktex ☐ Sea Swirl and Surfwood ☐
V-Plank ☐ Texture 111 ☐ AB-55

Name

Address

City State

ANNOUNCING NEW HONEYWELL

This New Electronic Thermostat outside your house tells



Actual size

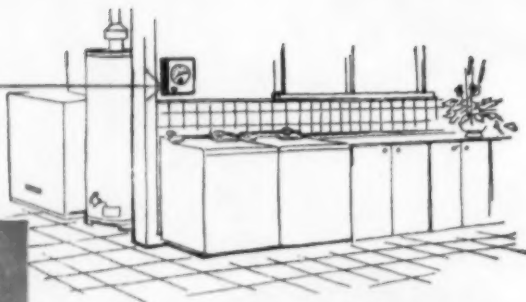
New Outside "Weathercaster" Thermostat

Designed by Henry Dreyfuss in a new all-weather material—this tiny thermostat is mounted outside your house where the weather is. Eight times more sensitive than ordinary thermostats, it contains a super-sensitive electronic element that is constantly in tune with the outside weather.



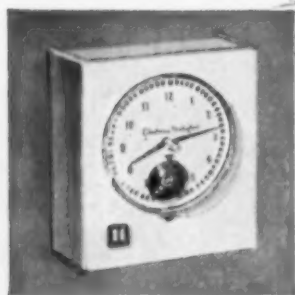
Control center

of the electronic comfort home



New Electronic Control Center

Receives signals from the inside thermostat and tells the heating or cooling plant what temperature is required for ideal comfort. And with its gleaming appliance-white finish, it makes a handsome clock that matches in beauty the refrigerator in your kitchen or the washer in your utility room. In winter, the Control Center automatically lowers the temperature at night to save fuel, and automatically picks it up again in the morning.

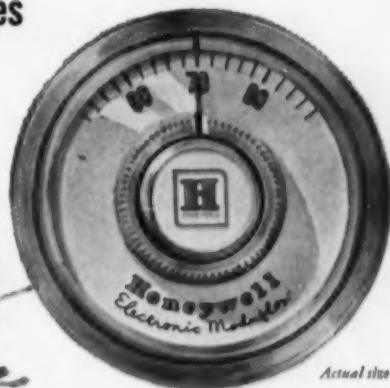


1/6 Actual size

30,000,000 LIFE Magazine readers will see this colorful advertisement announcing new Honeywell Electronic Moduflow early in September.

ELECTRONIC MODUFLOW

this new inside thermostat when the weather changes



Actual size

New Inside "Golden Circle" Thermostat

This beautiful electronic thermostat is scientifically designed for modern living—by noted industrial designer Henry Dreyfuss. You simply dial the daytime and nighttime temperatures you want. Just set them once. Thereafter, the outside thermostat raises or lowers settings automatically.

Why you need a thermostat outside and inside your house!

The last word in healthful home comfort can be secured only by varying the indoor temperature in relation to outside temperature.

For example, as the temperature outside goes down, the walls of your house naturally become colder. Thus, you need a rise in temperature inside your home, to offset this *cold wall chill*.

To provide this *temperature variation*, you need two thermostats, one *outside* and one *inside*. *Electronic Moduflow*, with two thermostats, gives you all-electronic, automatic, temperature control.

In winter—this new system, accurate to within $\frac{1}{4}$ of one degree, varies the indoor temperature as the weather changes. This keeps you bathed in con-

stant comfort. Your house is never too hot, never chilly. You say good-bye to drafty floors. And because your heating plant is neither over- nor under-heating, you get the most out of every fuel dollar.

In summer—if you have central air-conditioning, new *Electronic Moduflow* regulates your cooling plant—to give you *controlled cooling*.

It's easy to get *Electronic Moduflow* for your home

See your builder, heating dealer, or architect. Average price installed, \$199.40. Works with any adequate central heating or cooling. For a new home—can be included in the financing. For your present home—buy it on an improvement loan.



For heating or cooling

MINNEAPOLIS
Honeywell
Electronic Moduflow



Builders !

See your Honeywell salesman or heating dealer for costs and availability. Act quickly to add new heating plans glamour and luxurious comfort to your model homes.



53 feminine reasons why you'll want a CURTIS *woman-designed* KITCHEN

There are things about a kitchen that only women know. So Curtis asked women designers—stylists—home-makers—to create kitchens expressing woman's concept of beauty and convenience. That's why Curtis kitchens have the *53 features women want most*.

A Curtis kitchen, with its beautiful flush wood cabinets, *looks* different. You can have your cabinets in the glowing color of natural birch to radiate the warmth and charm of carefully selected wood grain.

A Curtis kitchen *feels* different, too. Features such as swing shelves, pull-out racks, sliding trays and spin shelves take the *work* out of workdays. And remember, Curtis woman-designed cabinets fit any room—any arrangement—any budget.

Your Curtis Woodwork dealer will help you plan a new Curtis kitchen. See him soon for new ideas.



A Curtis kitchen can be any color you choose.
So easy to decorate.

Send for this colorful 24-page
kitchen idea book!

Curtis Companies Service Bureau AB-555
200 Curtis Building
Clinton, Iowa
Please send me the Curtis Kitchen Idea
Book. I enclose 10 cents.



Name.....

Address.....

City..... State.....



the ladies are listening to this news about Curtis woman-designed kitchens

On the opposite page, you see how the news about Curtis woman-designed kitchens is being brought to millions of homemakers in such pace-setting publications as *House Beautiful*, *House & Garden*, *Living for Young Homemakers*, *Better Homes & Gardens*, *American Home* and other leading magazines.

And it's good news, too, for anyone concerned with the planning, building or selling of homes in today's quality-minded market.

For these wood kitchen cabinets have a tremendous advantage that adds sales appeal to any home. They were designed and styled *especially* for women. They have the warmth and charm of natural birch—the crisp, smart styling that women appreciate. They're proportioned to put everything within a *woman's* reach. And behind the cabinet doors, women find a host of wonders—revolving and swing shelves—slide-out bins—pass-through units and many others.

Curtis woman-designed kitchen cabinets come in sizes to fit any kitchen space. Built like fine furniture, they keep their good looks through a lifetime of service. Your Curtis Woodwork dealer will give you complete information—for Curtis kitchens are sold by lumber and building material dealers everywhere. See him soon—or write for our free colorful kitchen idea book. Curtis Companies Service Bureau, Clinton, Iowa.

CURTIS WOODWORK
Heart of the Home



Eljer's new look in advertising helps put new life in your sales!

Jewels for a modern princess —

— elegantly crafted plumbing fixtures of soft porcelain, of best iron, finished steel, advanced chrome, Chroma Plating, the art of Eljer and its people — the individually tested working parts of your bathroom — Eljer bathroom. Eljer, Division of The Murray Corporation of America, Three Gateway Center, Pittsburgh 22, Pa.

ELJER

KNOWLEDGE OF THE MURRAY CORPORATION OF AMERICA

ELJER — the only name she needs to know in plumbing fixtures

Here is a completely new, creative approach in plumbing fixture advertising designed to help you here and now! We believe it offers builders four distinct advantages:

- 1 Your prospects see Eljer fixtures dramatized for them in glamorous, jewel-like settings.
- 2 The high-fashion model symbolizes the smartness and grace of Eljer fixtures.
- 3 The unique art and copy approach is geared to superior Eljer style and quality.
- 4 The entire 4-color Eljer campaign is aimed particularly at forceful name registration. Eljer is a name your prospects will recognize and respect.

This new series of Eljer messages is appearing in *The Saturday Evening Post* and *Life*, as well as in the leading home service magazines. Its basic objective: to make your selling job easier. Your comments are cordially invited. Eljer, Division of The Murray Corporation of America, Three Gateway Center, Pittsburgh 22, Pa.

ELJER

Division of The **MURRAY** Corporation of America

THE ONLY NAME YOU NEED TO KNOW IN PLUMBING FIXTURES

Residential Building Sets First-quarter Peak

The year's first quarter set a new peak for residential building value: \$3.3 billion, which is up 35 percent above the amount reported for the same period of 1954. After adjustment for construction cost changes, it represented one-fifth more private residential work than that of the previous record first quarter of 1951.

Preliminary estimates prepared jointly by the Commerce and Labor Departments also showed that residential building in March was valued at \$1,145 million, high mark for the month. The total was up 11 per cent from February's \$1,034 million and 33 per cent from March 1954's \$863 million.

Value of all new construction moved upward at a slower pace to more record high levels. The March peak of \$2.9 billion established a three-month figure of \$8.4 billion, a 13 per cent improvement over 1954.

Set \$41 Billion Annual Rate

"On a seasonally adjusted basis," the Commerce-Labor statement said, "New construction activity in this year's first quarter reached an unprecedented annual rate of \$41 billion, as compared with an annual rate of \$38 billion in the preceding quarter and actual expenditures of \$37.2 billion for the year 1954."

Indicative of sustained new public activity were the results of a Census Bureau survey of state and local government construction plans. Federally-aided work scheduled to start on or after June 30, according to the bureau, will include 1,146 housing projects (public housing, dormitories, etc.) expected to cost \$1,175 million, plus land cost of \$236 million.

Terms Too Liberal?

Meanwhile, the United States Savings & Loan League and several insurance companies have been urging government action to curb FHA and VA policies which encourage home buying on a little-down or no-down-payment basis. J. Howard Edgerton league president who called the government's "ultra-liberal" mortgage terms "injurious" while the market is booming, warned that a break in realty prices or sudden change in eco-



Associated General Contractors of America officials at New Orleans convention: H. E. Foreman, managing director; John MacClead, Paramount, Calif., retiring president; C. S. Embrey, assistant executive director; George C. Koss, Des Moines, 1955 president; Frank J. Rooney, Miami, vice president; J. D. Marshall, executive director

nomic conditions could lead to "serious consequences."

FHA Commissioner Mason reports he does not share fears of those who have been "viewing with alarm the strong way in which the 1955 building year has begun." . . . Certainly no striking evidence of saturation has yet appeared. Although for several years we have been building homes in larger numbers than we have been adding households, such evidence as we have does not point to any disturbing vacancies. Apparently large amounts of housing are being destroyed by changes in urban streets and freeways, while thousands of makeshift conversions are being withdrawn from the market as prosperity permits families to upgrade their living standards.

"Personal debt, particularly home mortgage debt, while at an all-time high, is much lower in relation to either national or personal income than it averaged in the 1920s and 1930s . . . Mortgage delinquencies are gratifyingly low and show no tendency to rise."

Housing and Home Finance Administrator Cole conceded that there are some "soft spots" about which he is not happy, but expressed general pleasure about the current market

situation which gives a feeling that there is every indication of sound credit conditions. He predicted that 1,300,000 million new housing units would be built this year, with a slight decline in production possible in the second half.

Farm Housing May Get a Break

Look for a sharp upturn in farm housing later this year if a bill approved by the House Veterans Affairs Committee gets through Congress. It extends to veterans the right to buy farm housing on the same liberal terms they now have for non-farm homes.

Private agencies have become extremely interested in farm ownership and conservation loans this year since the interest rate on government-insured loans was raised last June 30 to 4½ per cent. Since then, R. B. McLeish, farm and home administrator, points out the agencies have made over \$58 million available to the farmer, more than three times the amount furnished in any full year before.

FHA Soundness Defended

Studies indicate that FHA is "fairly well mutualized now," said FHA Commissioner Mason, after recom-

mendations were received by HHFA to see if something can be done to establish greater participation on the part of lenders.

"All the funds needed to organize it (FHA)," Mason said, "have been paid back to the Treasury—and with interest too. FHA does have a Treasury guarantee of the debentures it issues when paying losses, but FHA has substantial reserves from which to pay these debentures. These aggregate over \$360 million. . . . FHA losses have been only 3/100ths of 1 per cent of the total mortgages it has insured since 1934.

"People talk glibly about the contingent liability of FHA and cite as a figure the total outstanding mortgage insurance of about \$17 billion. No one knows exactly what FHA's contingent liability is, but we do know that from this figure must be subtracted our accumulated reserves, plus a figure which will represent the reclaimable value of the real estate on which the insured loan is made.

"With our method of settling claims presenting us with 20 years in which to ride out any bad market situation, it seems that the contingent liability of the government might well be a contingent profit instead . . . FHA



Johnson: NAHB construction boss

is a soundly organized agency."

New director of NAHB's expanded construction department, Ralph J. Johnson comes to the home builder organization with ten years' experience in the housing field. His last post was that of chief of housing hygiene activities in the U. S. Public Health Service.

PHMI Elects Knox

P. S. Knox Jr., of Thomson, Ga., president of the Knox Corp., was named president of the Prefabricated Home Manufacturers' Institute dur-

ing its annual meeting aboard the Bermuda cruise ship "Ocean Monarch." Approximately 170 persons attended the cruise-conference, representing 28 home manufacturing firms. Other new officers are George E. Price, executive vice president of National Homes Corp., Lafayette, Ind., vice president, and W. L. Mainland, vice president and sales manager, Modern Homes Corp., Dearborn, Mich.

Gen. John J. O'Brien, retiring president, predicted that 40 per cent of the nation's new housing supply will be factory-produced within five years. The industry's goal for 1955 is 100,000 units.

Products on Parade

A \$180,000 traveling building products exhibition will tour the nation, beginning next September, reports William Gillett, president of the Producers' Council. The "caravan of quality building products," will have about 50 exhibits and be exhibited in 36 major marketing areas where the Council operates chapters. The "caravan" technique was begun last year, when 34 cities were visited. This year's show will be built and managed by General Exhibits & Displays Co., Chicago.

DICKERMAN'S COLUMN

By John M. Dickerman, Executive Director, National Assn. of Home Builders

Consumer Finance Survey Overshadows Pessimism Voiced by Some Lenders

With the 1955 building season well underway, this might be a good time to find out for ourselves whether the home buying public agrees with the gloomy prophets who have been proclaiming that the housing market is over-saturated.

Many of these pessimists are as regular as the first robin; they have been saying the same thing each spring since 1948. But this time their predictions appear to be louder and gloomier than ever before and there is some danger that their statements, if left unchallenged, might bring about the very thing they profess to fear—a major slump in home building with all that it implies for the entire national economy.



Dickerman

Strong Demand for 20 Months

Let's examine the facts from the viewpoint of the number one man in the housing market—the American home buyer. A recent survey of consumer finances conducted by the Federal Reserve Board would seem to up-

set completely the notion advanced by some of our more conservative mortgage lenders that the public appetite for new homes has been dulled by the tremendous building volume of the past ten years.

The survey showed that 9.6 per cent of non-farm families polled by the Federal Reserve Board planned to buy a home in 1955. That was the highest percentage of prospective home buyers to be reported since the surveys were begun in 1947. The survey also indicated that longer-range plans for home buying, extending into 1956, were about on the same level as in the past three years, suggesting a continued strong demand for housing for at least another 20 months or more.

The same survey noted that two out of every five customers had larger incomes than they did a year ago and that the same proportion expect to be even better off next year. Only one in 16 said they expected their incomes to drop next year.

Feeling of Optimism Evident

The whole survey indicates a general feeling of optimism on the part of the American consumer, a confi-

dence in his future and a willingness to enter into home ownership.

Home builders would be well-advised to apply the Federal Reserve Board procedure to their own business. The recognition that market analysis is an essential step in any sound home building operation has become widespread in our industry, and its use has been of substantial value to builders.

I am confident that the home-buying public does not share the pessimism voiced in recent months by some elements of the mortgage lending fraternity and that the overwhelming majority of American families still look forward to attaining home ownership, or acquiring better homes than they now have, on terms they can afford to pay.

Home builders, either individually or cooperatively, should survey their local markets now and find out for themselves the actual feeling of the home-buying public in their respective areas. I am convinced that such surveys, by and large, would reflect the same feeling of optimism and confidence, and the same desire for home ownership that has been indicated in the Federal Reserve Board's investigation.

NAHB-NBC Test Ideas

First test units of "The House that Home Built" will be opened to the public in more than 20 cities on June 4. National Association of Home Builders has joined with the National Broadcasting Company as sponsor of the program, which is expected to show the extent of public acceptance of modern ideas in house planning.

NBC has begun publicizing the new dwellings on "Home," its five-days-a-week television program headed by Arlene Francis. All homes are being erected by NAHB members and one will be awarded by Armour & Company, Chicago, to the winner of its contest to select a new name for screen actress Taina Elg.

TV to Record Progress

Jones & Emmons, Los Angeles architects, designed the house, based on studies by the NAHB Research Institute, U. S. Department of Labor and the Southwest Research Institute. Work in progress on the houses is to be shown television viewers up until the completion date. A second group of identical houses, all furnished, is being planned for other cities, to be shown through National Home Week.

The first unit comprises 1,600 square feet of living space, with double carport but no basement. Planning calls for generous use of glass, seven indoor "planters," location of a laundry room adjacent to a bathroom in the bedroom wing, and a kitchen separated from living room by a cabinet "island" and from a garden terrace by a sliding glass wall.

"The house is soundly planned, but with some admittedly provocative features," declared John M. Dickerman, NAHB executive director. "We believe it is highly attractive for the average American family with a moderate income. Furthermore, the design is such that with very little modification this low-roofed, contemporary ranch-style dwelling will be suitable to any section of the country."

33 Builders Listed

Builders erecting the home as a model in their areas include: Robert A. Misch, Bay Shore, N. Y.; G. W. Williams Co., Belmont, Calif.; C. B. Rogers, Birmingham, Ala.; Kruttschnitt Construction, Inc., Cleveland; W. A. Simms, Dayton, Ohio; Marcus C. Bogue Jr., Denver; Bert L. Smoker & Co., Detroit; Bradford Homes, Inc., Evansville, Ind.; Robert P. Gerholz, Flint, Mich.; John Worthman, Fort Wayne, Ind.; C. P. Hadley, Fort Worth, Texas; Harvey Vander Ark, Grand Rapids, Mich.; Frank W. Sharp, Houston; Donald Drummond, Kansas City, Mo.; Martin Bartling,



Arlene Francis, star of the NBC-TV program "Home," presents model of "the house that home built" to television viewers. Taking part in the ceremony were (from left) R. J. Canavan, assistant director, NAHB construction department; C. W. Smith, housing director, Southwest Research Foundation; A. Quinsey Jones, Los Angeles architect who designed the home.

Knoxville, Tenn.; Victor A. Sullivan, Loudenville, N. Y.; Pardee-Phillips Construction Co., Los Angeles.

Also, Joseph Rose, Massapequa, N. Y.; Val Zimmerman, Milwaukee; E. B. Norman Jr., New Orleans; Frank P. Tufaro, New York, N. Y.; N. D. Woods, Oklahoma City; Joseph

L. Eichler, Palo Alto, Calif.; James Raisin, Pontiac, Mich.; John W. Tilton, Rochelle, Ill.; Haby Seay, E. S. Johnson and Frank L. Staunsh, San Antonio; Henry S. Schwieler, Sea Girt, N. J.; Willard A. Genrich, Snyder, N. Y.; Burl Johnson, Tulsa, Okla., and Irvin A. Blietz, Wilmette, Ill.

Industry Blasts House & Home for Misrepresenting It to the President

Charges of misrepresentation of the facts were hurled recently at House & Home magazine by major segments of the building industry.

The new monthly magazine had sponsored a round table conference on housing problems, drew some conclusions and passed them on directly to President Eisenhower and Congressional committees as representative of building industry thinking.

Vigorous denials that the presentation reflected their views came promptly from associations acting for most of the men who supply materials for housing, who build the homes and who sell them.

Not Represented

● The National Retail Lumber Dealers Association, sent the following telegram to the President:

"On March 2nd the editor and publisher of House & Home magazine transmitted to you what he termed to be a series of housing policy recommendations expressing the view of housing industry leaders. Because the National Retail Lumber Dealers Association is listed as one of the groups

participating in the formulation of and concurring in these recommendations, we wish to take this opportunity to state that these recommendations do not represent the views of our organization or any representative of our organization.

"We would wish to make plain to the Administration that this industry, representing some 26,000 lumber and building materials dealers in the 48 states, was in fact not represented at the round table which purports to speak for this industry, and that we do not believe that any 'completely new housing program,' as is indicated by this editor's 22 suggested major changes in housing legislation and policy, is essential to the welfare of the housing industry of America.

"We, in fact, want to state emphatically to the Administration that we have the utmost confidence in the current policies of the Administration in the field of housing as they are being carried out by the Housing and Home Finance administrator and the commissioner of the Federal Housing Administration.

"We believe it is important to the Administration's thinking that in view of the liberties taken with the name of this organization by this editor and this

publication that the Administration and all those concerned with housing at the administrative and legislative level be so advised of this position.

"H. R. Northup, executive vice president National Retail Lumber Dealers Association."

Claims of Support Refuted

NRLDA also notified the Senate and House Banking & Currency and Appropriations Committees that the material submitted by House & Home "does not have the support of the building industry, despite such claims of support."

● National Association of Real Estate Boards featured the following statement on the House & Home report by Henry G. Waltemade, president, in a recent issue of its weekly newsletter, "Headlines," sent to 53,000 members:

"A series of recommendations on housing policy, in which I am listed as one of the authors, does not represent my views on all points nor those of my organization. As a matter of fact, I was unable to attend the round table session and except for a few brief long

distance telephone calls had no part in the recommendations."

● In a milder but nonetheless reproving tone, the National Association of Home Builders referred to the action in its Washington Letter, distributed to 33,000 members. It indicated that several points of the report put together by House & Home for Presidential consideration were not in agreement with association policy.

Ponderosa Men Elect

Paul W. Curtis of the J. Neils Lumber Co., Minneapolis, was elected president of Ponderosa Pine Woodwork at the association's recent annual meeting in Chicago. He succeeded Fred A. Hoerner, president of Rockwell Sales Associates, Chicago.

Other new officers are J. D. Rowland, Andersen Corp., Bayport, Minn., vice president; E. W. Donahue, Wash Screen Door Co., Chicago, treasurer, and Harold J. Ford, Tarter, Webster & Johnson, Inc., San Francisco, secretary. Robert H. Morris continues as general manager, and R. H. Herbst as assistant manager.



Hoerner congratulates Curtis

Model Bound for Spain

The Fleetwood, new "Custom-Line" model of the National Homes Corporation, has been selected as "the typical American home" for display at the International Trade Fair in Barcelona, Spain. James R. Price, president, reports the U.S. Commerce Department selected the three-bedroom contemporary model.

DEALER'S VIEWPOINT

By H. R. Northup, Executive Vice Pres., National Retail Lumber Dealers Assn.

Lumber Yards Develop Own Patterns To Perform Wide Variety of Functions

The customer entering a retail hardware store today knows beforehand what he will see when he gets inside. Operations have been standardized to an amazing extent. Display fixtures, store layout, lines of merchandise carried, and other principal features are pretty much alike from one store to another. The same is equally true of retail drug and retail food stores. See one and you've seen them all.

But the customer entering a retail lumber yard can't tell what he'll find, because standardization has made surprisingly little headway. And there's good reason why that is true.

By and large, the hardware, food and drug store owners have confined themselves to their original retail function. The drug stores have added lunch counters, automobile tires and liquor departments in many cases, the food stores have added women's hosiery and children's dresses, and the hardware stores have taken on power

mowers and television sets, but their functions are confined to selling merchandise across a counter or in a self-service line.

Some Add Many Related Lines

Many retail lumber dealers, on the other hand, have ventured well beyond the mere selling of materials, as they have endeavored to fill the needs existing in their communities. Almost all have added many related lines other than lumber. Some have taken on kitchen appliances, and plumbing, heating and electrical equipment.

Many have added complete hardware stores. Others sell farm equipment, yard and garden supplies, and so on. The retail lumber business today has developed along countless patterns.

And, aside from the variation in lines carried, there is the wide variety of functions performed and services offered. In many localities dealers have added wholesale departments, manufacture small farm buildings and component parts as well as millwork, take contracts for home building and modernization work, provide a com-



Northup

plete planning service and take care of all details connected with construction finance.

Others Become Specialists

The number and nature of the services performed by the individual dealer depends largely on his natural inclinations and on community needs. Obviously, few dealers could hope to engage in the whole broad range of activities found here and there in the industry. Indeed, many do not try to branch out at all. Instead, they specialize in some one phase of the business, such as heavy timbers, farm business or the do-it-yourself trade, and do just as much business and make just as much profit as if they had spread their efforts over a wider range of functions.

Instead of fitting themselves all into the same mould, retail lumber dealers probably will continue to develop their own special patterns. In doing so, they undoubtedly will serve the public better than by trying to conform to any standard. And better service is essential to real success.

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This demonstration shows how Johns-Manville Shingles can make your selling job easier

In this actual photograph, notice that the water from the hose is spraying equally on both sides of the Colorbestos Siding Shingles. But what a difference! The side that is Silicone Sealed repels water. It doesn't darken or change color.



J-M Colorbestos Shingles are **Silicone-Sealed** to shed water, resist soiling and discoloration

New Colorbestos Shingles have been developed by Johns-Manville to offer the ideal combination of function and beauty to meet today's architectural designs.

Made of Asbestos and cement, they are fireproof, rotproof, never need paint to preserve them. And, thanks to the new wonder chemical, Silicone, they are virtually self-cleaning. Water rolls right off, no dirt deposits are left behind.

As for beauty, the random-ribbed, striated pattern and soft pastel colors of these shingles

offer a distinctive new style. When applied with J-M Shingle Backer, they cast heavy shadow lines which accent each course and add character to the house.

Because Colorbestos Shingles are 32" wide, they save time and money in application . . . there are fewer shingles to handle per square.

Keep up with the times. Offer Silicone-Sealed Colorbestos Shingles for lasting beauty and economy. For more information, write Johns-Manville, Box 111, New York 16, N. Y.



Johns-Manville sponsors "Meet the Press" alternate
Sundays on NBC-TV. We invite you to tune in.

Johns-Manville





When one man drops out of your picture...

If you are a member of a partnership or closely held corporation, some serious decisions are asking for your attention right now! If one of the owners of your business should suddenly die, and you or your associates want to buy his share, do you know now where the money would come from?

Or, look at it another way . . . if anything should happen to you, you certainly would like to be sure that the interest in your business you leave to your family will have a good market value. And that your associates will have money on hand to purchase it at that fair value. Are you sure this money will be available?

Chance makes a very poor business partner . . . the time to draw up a sound "buy and sell" agreement among you and your associates is *now*. You can fund that agreement, as thousands of other far-sighted businesses have done, by business life insurance with Connecticut Mutual. In this way, you provide for the continuity of the business and you provide a fund that can be used in emergencies. Later on it

can be used to provide pensions for those who live to retirement age.

Connecticut Mutual will work with you to set up a business life insurance program that's the best one for your particular company. In business for more than a hundred years, Connecticut Mutual has established a special department for business life insurance, and trained hundreds of its representatives in this special field.

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Special plans are also available for proprietorships. These can provide:

1. Income for a proprietor's family
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Take Stanley's New No. 183 Builders Kit

This new Builders Kit gives you a complete and compact "shop" that goes right with you to the job. Includes a Stanley 16" Power Plane, $\frac{3}{4}$ h. p. Router and Butt Templet.



Power Plane quickly trims doors, windows and storm sash to fit; Router makes hinge mortising better and easier; Butt Templet guides Router



in mortising. You'll find plenty of other uses for this new Builders Kit in making book-cases, cabinets and interior trim on the job.



No. 183 BUILDERS KIT CONSISTS OF —

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Design, build and sell more natural wood beauty and character in modern homes with dependable Western Red Cedar Siding. It's the wood that meets the popular demand of today's home buyers for quality materials ...to express individuality through a variety of decorations.

Stains, sealers and water repellents, clear or pigmented, bring out the even-textured grain beauty of Western Red Cedar Siding...a sales point that satisfies critical home buyers. The gay and bright transparent finishes permit the warm personality of Western Red Cedar to combine with the color tones for a pleasing and fresh home atmosphere.

Western Red Cedar is scientifically classified as one of few woods that take and hold finishes well. You can design, build and sell lasting all-around home-owner satisfaction with nature's *enduringly beautiful wood*... Western Red Cedar Siding!



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Seattle 1, Washington

Write for FINISHING INFORMATION

Western Red Cedar Lumber Association, Dept. 107
4403 White-Henry-Stuart Building
Seattle 1, Washington

Please send me your new bulletin entitled "Finishing Suggestions that Sing".
() I would also appreciate other information on the use of Western Red Cedar Siding in home construction.

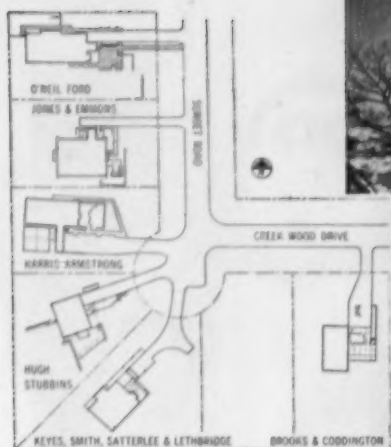
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KOHLER PLUMBING FIXTURES

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ARROWHEAD lavatory, WELLWORTH closet and COSMOPOLITAN bench bath.

DELAFIELD
sink

Kohler fixtures and fittings in all the bathrooms, washrooms and kitchens are among the provisions for modern comfortable living and beauty in the six homes developed by United States Gypsum at Barrington Woods, Illinois. The architect-builder teams are to be commended for new ideas in practical home design and use of building materials. Kohler fixtures include Cosmopolitan and Minocqua baths; Arrowhead, Gramercy, Chesapeake, Hampton, Jamestown and Strand lavatories; Placid, Wellworth and Bolton closets. Kitchens contain Kohler built-in sinks of acid-resisting enameled cast iron—DeLafield and Clearfield.



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For cleaner, faster remodeling jobs

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VINYL TILE

Bolta-Wall vinyl tile are now PRE-PASTED! All you have to do is wet the special, super-strong adhesive on the back and press the tile in place. No messy pastes . . . no mastics! Goes up quicker and you are off the job sooner . . . *with no mess to clean up!*

PRE-PASTED Bolta-Wall tile is the fastest, easiest working tile ever offered . . . cut it to fit any shape with ordinary scissors.

Low in cost . . . beautiful . . . washable . . . stain and scuff resistant . . . Bolta-Wall is ideal for walls and ceilings in the home, office or institution.

"Just wet the back"

BOLTA-WALL ALSO AVAILABLE BY-THE-YARD

Four distinctive Bolta-Wall effects—*Bamboo*, *Mahogany*, *Leathergrain*, and *Georama* solid pastels—are available in rolls for immediate shipment. Send for complete data.

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(8" x 8" tiles
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And there you are . . .

The easy-to-install window



■ If you're hunting for easy-to-install windows . . . stop right here . . . your search is over. Ceco-Sterling Series 50-B Double-Hung Aluminum Windows are the answer. Here are four reasons why:

- 1 Metal Inside Casings provide built-in returns and stools.
- 2 Exterior Fin-and-Trim for frame construction eliminates wood trim, drip cap and sill.
- 3 Exterior Brick Mold for masonry construction provides time-saving anchorage.
- 4 For multiple openings, jambs sleeve together, eliminating mullion sections.

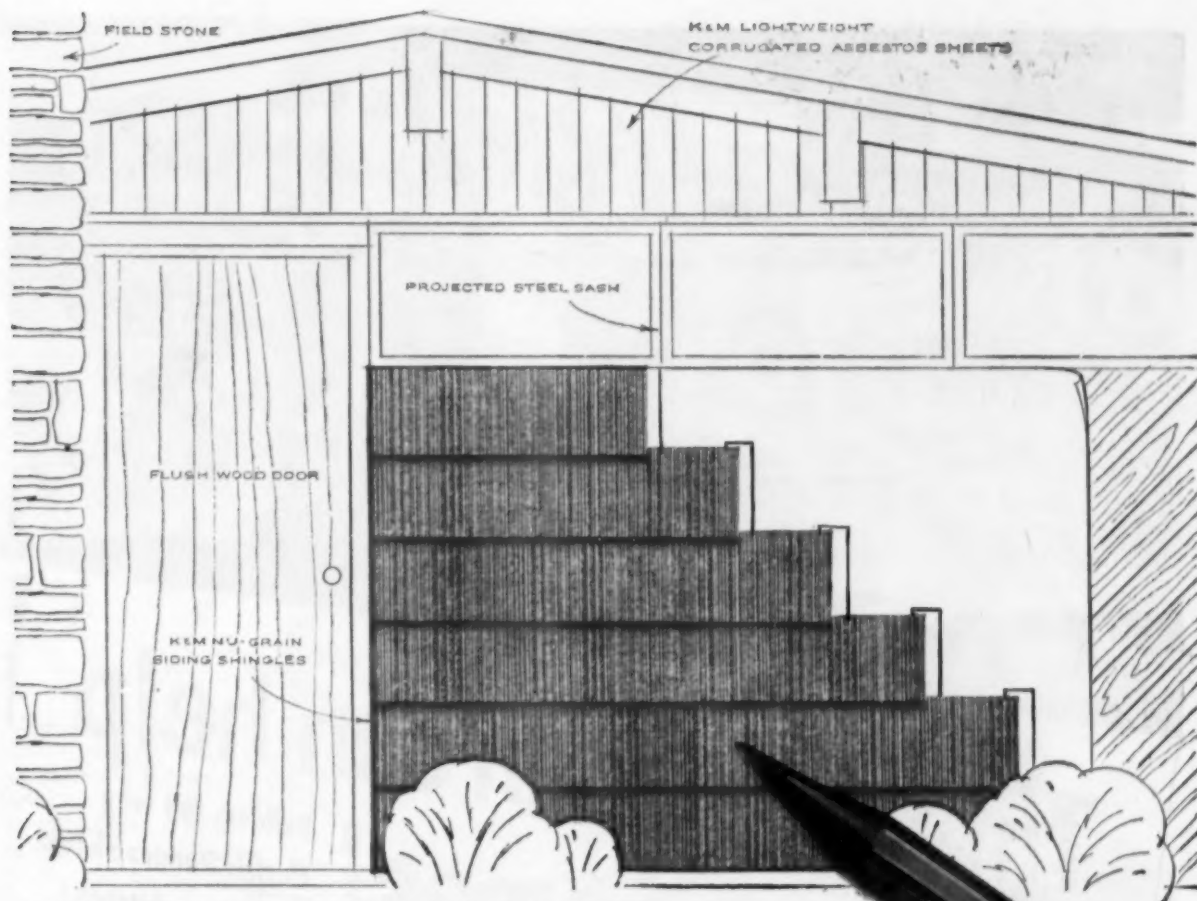
Ceco-Sterling Aluminum Windows make homes easy to sell, too, because your customers will appreciate the smooth operation . . . no sticking . . . sash floating on stainless steel weatherstripping. Buyers will quickly see maintenance savings, since Ceco-Sterling Aluminum Windows require no painting . . . will outlast any home . . . are handsome and then some.



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makes the big difference



The shingles illustrated here are Nu-Grain Green. The other five available colors are: Brown, Red, Whitetone, Gray, and Canyon Coral.

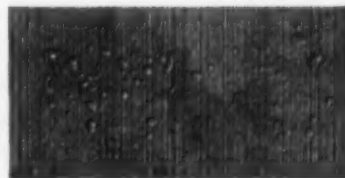
6 exciting colors add "buy appeal" —in K&M Nu-Grain Siding Shingles

Color's the key to easier, faster sales. And a home with colorful Nu-Grain Siding Shingles puts prospects in a buying frame of mind in a hurry. For extra appeal, some builders are using the Nu-Grain colors in combination; for example, one for the patio wall, another for the carport, still another for the front.

Attractive appearance. The wood shake pattern in the Nu-Grain Shingles makes them especially desirable to a prospective homeowner. And the clear, pronounced shadow lines of the shingles, when laid, help make satisfied homeowners.

Low upkeep. Maintenance costs are cut to a minimum, as K&M Nu-Grain Shingles never require protective painting. Made of asbestos fiber and portland cement, they won't burn, rot, or corrode. In fact, they become harder with age.

You will find details on K&M Nu-Grain Shingles in Sweet's Light Construction Files and Sweet's Architectural Files. For more information, contact your K&M distributor. Or write directly to us for a **FREE FOLDER** on these colorful shingles. Literature also available on K&M roofing shingles.



SILICONE TREATED so water runs off!

Water-borne dirt, which ordinarily causes streaks under window sills and other trim doesn't readily gain a foothold on K&M Nu-Grain Siding Shingles. Water "balls up" instantly, and runs right off the shingles.

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This salesman can help sell your homes!

Builders tell why
Electric Ranges should
be in every kitchen!

To the modern homemaker, an *Electric Range* in the kitchen means a modern house throughout. It offers clean cooking, ease of operation—and a cool kitchen, too!

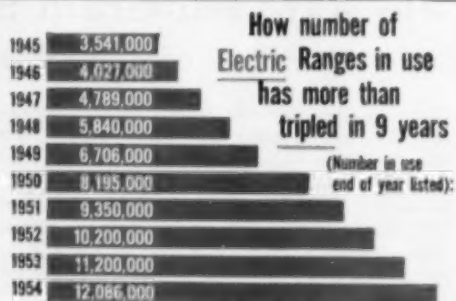
Another important point that helps you make your home sale: A modern 100-ampere, 3-wire service will provide ample capacity for the *Electric Range* and will take care of other appliances for modern living—now or in the future. You can feature this advantage.

Other builders, all over the country, have found that it pays to install *Electric Ranges* for quick sales turn-over. Why not cash in on this experience?

ELECTRIC RANGES help sell houses!

ELECTRIC RANGE SECTION
National Electrical Manufacturers Association
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Source: ELECTRICAL MERCHANDISING Annual Statistical and Marketing Issues

Are You Traveling with the Trend?

The chart above shows that the number of *Electric Ranges* in American homes has more than tripled during the past 9 years. Follow the trend! For quicker sales, install *Electric Ranges* in the homes you build!

BE MODERN...

Cook Electrically!

"Even in low- to medium-priced homes, *Electric Ranges* never fail as a sales booster," say builders Brisker and Campitelli of Washington, D. C. "People at first thought this de luxe equipment wasn't possible in the low-cost field—but we're still including electric kitchens because it pays!"



"Our homes include the very newest and finest developments in building products, methods and appliances," says Mr. E. A. Ballin, builder, of Hewlett Harbor, N. Y., "and for that reason they are equipped with modern, automatic *Electric Ranges*."



"Today there just isn't any question about the demand for electric cooking," says Mr. Harold S. Campbell, who built this house in Rosemont Acres, near Bethlehem, Pennsylvania. "They call me a 'merchant builder,' and as a 'merchant' I like to cash in on a pre-sold market. Home buyers certainly are sold on the *Electric Range*."



Here's how to use CONCRETE MASONRY FOR BACKUP

Concrete masonry's sturdiness and economy have made it increasingly popular for complete walls—and also for backup. You can build walls of great strength and stability by combining concrete masonry backup with other masonry facing units. You can lay either the facing units or the concrete masonry first. Either way be sure to strike off the extruded mortar on the side of the units inside the wall. Otherwise you may break the bond when you parge this surface and create a leaky wall. Follow these steps whenever you use concrete masonry for backup.



1 The first course of masonry facing units in an 8-in. wall may be either a header or a stretcher course. Lay facing courses in a full mortar bed and fill head joints completely.



2 Whether you lay the facing units or backup portion of the wall first, be sure to parge the inside surface with mortar. This is necessary to insure a weathertight wall.



3 If you lay facing units first, support them while parging so you do not dislodge them or break the mortar bond. Some masons apply hand pressure; others use a level as shown here.

4 In an 8-in. wall lay a header course of facing units every seventh course to bond the facing with the backup. When the mortar in the joints becomes "thumb-print" hard, compact it firmly with a jointing tool.

5 Check trueness of facing and backup units at corners with a level to insure straight and plumb walls. Use a mason's line as a guide for laying units between corners. Lay the concrete masonry backup with both vertical and horizontal face-shell mortar bedding.

6 In a 12-in. wall if you lay the facing units first you can bond a header course of facing units into the concrete masonry backup every sixth course by using a concrete header block with the header downs as illustrated.

7 If you lay the concrete masonry backup first you can bond every sixth course of facing units into the backup by placing the header up. If you use only stretcher block for backup, lay a header course of facing units every seventh course and back it up with concrete brick.

For more information write for a free copy of "Concrete Masonry Handbook," a 64-page manual of recommended practices. It is distributed only in U.S. and Canada.

PORTLAND CEMENT ASSOCIATION

Dept. A5-3, 33 W. Grand Ave., Chicago 10, Ill.
A national organization to improve and extend the uses of portland cement and concrete through scientific research and engineering field work



Saves Space — only 25" wide!

It's Completely Automatic
— washes a full
family-size load!

In exciting color, too!



BETTY FURNESS Introduces a Low-Cost, Built-In Salesman New Westinghouse Laundromat® 25

Built in, or portable, the brand-new Westinghouse Laundromat 25 saves space (and dollars) in a big way! Only 25 inches wide, it fits even smallest homes, yet offers features found only in high-priced big washers. Don't confuse this sensational new Laundromat with semi-automatics—it's fully automatic . . . washes a family-size load . . . uses the famous Westinghouse NEW WAY TO WASH Principle!

Flexible? You bet! The new "25" adapts to every house plan—as a functional, freestanding model . . . or as an easily installed under-counter washer for kitchen or laundry room. Either way, you can count on its eye-buy-appeal. Dressed in handsome Holiday Colors, the Laundromat 25 invites interest, speeds up your selling time!

Plan now to include this prospect-stopper in your next home. For more details, see your Distributor, or write Westinghouse Electric Corporation, Electric Appliance Division, Mansfield, Ohio.

Makers of Refrigerators • Home Freezers • Ranges • Laundromats • Clothes Dryers • Dishwashers • Water Heaters • Vent Fans • and Food Waste Disposers



BUILT-IN MODEL SPACE NEEDED:
25" w x 24" d x 34 1/2" h, comes supplied with front-mounted control. New Holiday Colors include Sunshine Yellow or Cascade Aqua, plus gleaming White.

YOU CAN BE SURE...IF IT'S Westinghouse

For Top Profit...

**SAND
FLOORS
TWICE
AS
FAST!**



American Super 8

For the contractor who wants to do the job in half the time—and do the finest work—it's the Super 8! Sands floors nearly twice as fast as Standard Machines!

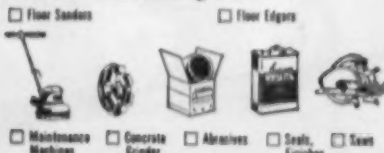


American Spinner

This teammate of the Super 8 keeps up the fast pace when you do edges, stairs, halls, closets. New "B" Spinner with powerful new motor is fastest cutting, most efficient 7" disc sander.

Get best results, greater profits, with American from start to finish. For best-cutting abrasives—use the all-new American Super-Speed and American Combination papers. For the finest finish—American quality seals, finishes and waxes for wood, asphalt, rubber, linoleum, all floors.

Send for latest catalog on:



511 So. St. Clair St., Toledo 3, Ohio

ON THE RECORD

and OFF THE RECORD

WE CERTAINLY GOT some reactions to the March editorial, ranging all the way from laudatory to belligerently critical.

THIS IS NO ATTEMPT to explain the piece. It spoke for itself. But it should be repeated for benefit of the dissenters that no one disagrees with the right, and in some cases the obligation of a retailer to go into the building business.

WHAT WE WANT is a solid retail distribution industry. We don't care who does the distributing of building materials as long as it is done, and done with maximum economy to the final consumer, the home buyer.

THE RETAIL LUMBER dealer is the proved most efficient distributor. We don't want him to lose sight of his primary function, and thus invite a replacement.

FROM THIS VANTAGE point it begins to appear that promoters of social legislation look upon FHA as a natural vehicle upon which to hang their ambitions.

IT'S REPORTED that the New York legislature has slipped an anti-discrimination clause into a housing bill.

THE CLAUSE PROVIDES, according to report, that anyone who builds more than 10 houses under an FHA commitment must sell without discrimination.

WE TAKE NO SIDES here in the anti-discrimination controversy, but we have never conceived that FHA or any other branch of government should be penalized in its basic function by making it an enforcement agency for another branch of government.

THEN, IT IS REPORTED that Congress will have before it a bill with a prevailing wage clause to be enforced on all FHA-insured construction.

THERE HAVE, of course, been other attempts to saddle FHA with

the responsibility of enforcing legislation which has nothing to do directly with insuring loans on home building.

WE BELIEVE that FHA should be let alone to do its work of insuring loans based on the quality of design and construction together with other physical criteria.

IF FHA HAS TO POLICE the wage scale and police the sale, why not make it responsible for income tax evasion, the moral conduct of purchasers, the legitimacy of the purchaser's business, whether he beats his wife, and numerous other matters that are matters of concern to law-enforcing agencies?

THE BUSINESS of FHA is to be sure that it insures only those housing units that meet certain prescribed minimum requirements. That's a big enough job in itself. If we pass or have anti-discrimination laws let's leave it up to the properly constituted agencies to enforce them.

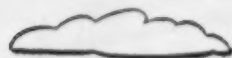
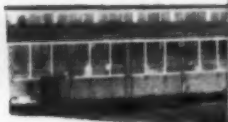
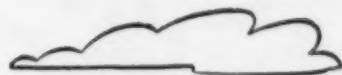
AND IF WE pass or have prevailing wage laws let's leave their enforcement to the Department of Labor or some other agency whose business enforcement properly is.

THERE IS TOO much disposition on the part of proponents of social legislation today to gain their ends regardless of what they have to penalize or what they have to tear apart. It's time to call a halt, and make any legislation, social, industrial or any other kind, stand on its own feet, and leave its enforcement to the proper authorities.

WE'VE EVEN heard that one of our contemporary publications has urged or says it knows important people who are urging the demise of FHA. We have no idea why there is such urging, if indeed there is.

FHA HAS HAD enough trouble. Let it alone for a while. It's doing a great job and did so even when it had some sour apples in the barrel. We need it.

Look at the company behind your doors!



WHEN you specify or buy Mengel Doors, you get a *Guarantee backed by the world's largest manufacturer of hardwood products.** Mengel has "been here" for seventy-eight years, and builds all its products to the high standards required by a company which expects to be here *another* seventy-eight years.

This means something to you — for yourself, your clients, your customers. Mengel Doors are available in three different types, for every kind of job, "Palace or Project". Each is competitively priced. Write for complete information.

Door Department
THE MENGEL COMPANY
Louisville 1, Kentucky

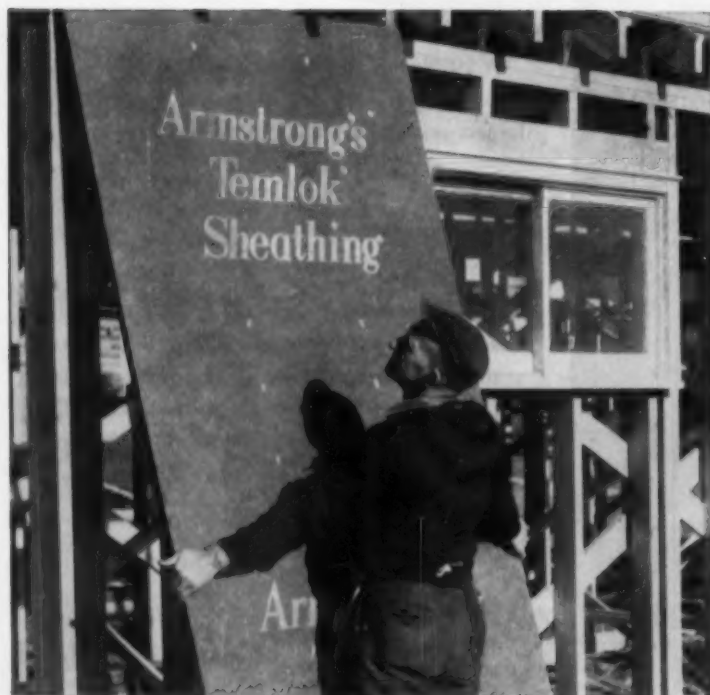
* Mengel products include nationally-advertised Mengel Permanized Furniture, Mengel Kitchen Cabinets and Mengel Wall Closets.



Replaces roofing boards, roof insulations, vapor seal, and interior finish

When you build a contemporary style roof with exposed beam ceilings, you can save up to \$250 per house with Temlok® Roof Deck. Your carpenter crews won't have to handle loose lumber, install extra roof insulation, vapor seal, or finish the ceiling. Putting down Temlok Roof Deck — **one material** — takes the place of **all** these jobs. The big, easy-to-handle boards go down fast and cut installation time 50%. Four men can finish a 30' x 40' roof and ceiling in a little over 7 hours, compared to 14 hours with old-style materials.

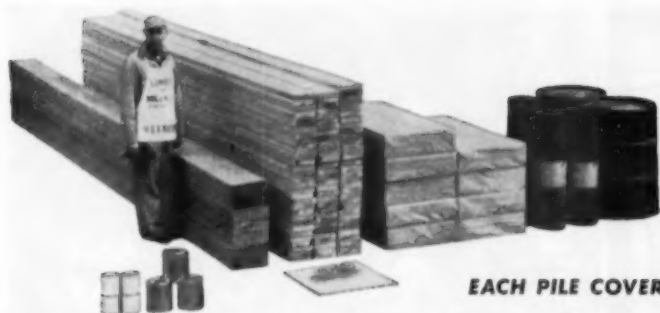
LESS HANDLING



Replaces wood sheathing, building paper—adds extra strength and insulation

When you use Temlok Sheathing on any house you build, you can save up to \$80 on handling alone. Instead of nailing up numerous strips of wood sheathing, and covering all four walls with building paper, your men simply apply big Temlok boards to the studding and your sheathing is finished. Corner bracing can be eliminated when 4' x 8' x $\frac{25}{32}$ " Temlok Sheathing is used. Two men can sheathe the average house in less than a day, cutting installation time by 35%. As an extra bonus, you get added strength and valuable insulation.

You never stop saving with



Old-fashioned way. One look at this bulky pile reminds you how time-consuming a conventional roof job can be. Temlok Roof Deck combines all these materials into one easy-to-handle board, leaves practically no waste.

EACH PILE COVERS 1,000 SQ. FT. OF ROOF AREA



New Temlok way. The compact pile of packaged Temlok not only gives you 1,000 sq. ft. of durable roof deck, but also complete roof insulation, foolproof vapor barrier, and a finished ceiling on exposed beams. Packages speed handling.

with TEMLOK



Old-fashioned way. Handling loose lumber off the truck, on the pile, up the scaffold eats up time. You also do more sawing, fitting, nailing. And with 20% waste, you pay for material you never actually use.

EACH PILE COVERS 1,000 SQ. FT. OF WALL AREA

New Temlok way. Each 4' x 8' x $\frac{3}{32}$ " board covers 32 sq. ft. of wall area. There's little cutting, trimming, and fitting . . . practically no waste. Temlok's water-repellent Rain-Shield* finish doesn't gum up saws and hands. Packages speed handling.



For full details on how to cut your handling costs with Armstrong Temlok building products, see your Armstrong lumber dealer or write Armstrong Cork Company, 3705 Rider Avenue, Lancaster, Pennsylvania.

* Trade-Mark

Armstrong TEMLOK . . . house . . . after house

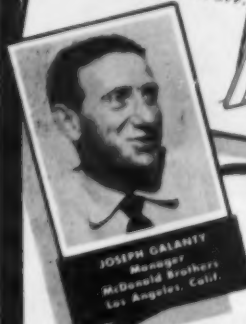
SHEATHING • ROOF DECK • INTERIOR FINISH

MAY 1955

59

**DOOR PROBLEMS?
READY
HUNG
DOORS
SOLVED 'EM.**

**Ready
Hung
DOORS**
PAT. NO. 2,489,920
TO. MR. REG. U.S. PAT. OFF.



"...even with 20 or more finish men, maintaining our completion schedule was a problem. Now, with READY HUNG PACKAGED DOOR UNITS, we have only three or four finish men and the job runs smoothly. They have solved one of our biggest construction headaches."

Sincerely,
Joseph Galanty
Joseph Galanty, Manager

**ASK YOUR LUMBER DEALER
READY HUNG DOORS MADE BY:**

BALTIMORE, MD.
Central Building Supply, Inc.
210 E. Monument St.
BIRMINGHAM, ALA.
National Woodworks, Inc.
2201 26th Ave. North
BUFFALO, N. Y.
The Whittier-Jackson Co., Inc.
367 Hamburg St.
SUBSANK, CALIF.
Ready Hung Door Mfg. Co.
200 South Victory Blvd.
CLEVELAND, OHIO
The Whittier-Jackson Co.
1996 W. 3rd St.
DAYTON, OHIO
Dayton Sash & Door Co.
8 National Ave.
DENVER, COLORADO
Prefabrications Incorporated
P. O. Box 4886
GRAND RAPIDS, MICH.
Machette Mfg. Corp.
701 Ave. St. Clair
HOUSTON, TEXAS
Ready Hung Door Mfg. Co.
P. O. Box 124
MADISON, INDIANA
General Millwork Corp.
219 E. 2nd St.

NEW YORK, N. Y.
Central Building Supply Company
17 Park Ave.
W. Orange, N. J.
PITTSBURGH, PENN.
Lone City Sash & Door Co.
3rd Street and ESO S.E.
SAN ANTONIO, TEXAS
Ready Hung Door Mfg. Co.
208 Square Street
SAN FRANCISCO, CALIF.
Ready Hung Door Mfg. Co.
180 Blackhawk Blvd.
Oakland, California
SEATTLE, WASH.
Acme Millwork, Inc.
P. O. Box 668
Kirkland, Wash.
SIOUX FALLS, S. DAK.
Jordan Millwork Co.
ST. PAUL, MINNESOTA
Minnesota Wood Specialties, Inc.
P. O. Box 21
3400 Paul Park, Minnesota
TORONTO, CANADA
C. Lloyd & Son Limited
1214 Lawrence St.
N. Park P. O. Ont.
WACO, TEXAS
Frank Stevens Sash & Door Co.
P. O. Box 1490



A door and frame packaged unit complete with the door hung and locked and the frame trimmed both sides, ready to install in any rough opening in 20 MINUTES.



READY HUNG DOOR CORP., FORT WORTH, TEXAS

Write for this fact-filled Bulletin 200 on

KRITZER

"K" LINE

**RADIANT
BASEBOARD**



- ★ CUTAWAY DRAWING shows Exclusive Kritzer Features
- ★ Full line of accessories
- ★ COVERS — 6 types with dimensions
- ★ RATINGS — One and a half pages of Kritzer Coil figures
- ★ How to plan an installation
- ★ Piping suggestions
- ★ Tips on installation and other interesting information

NOTE: Please send your request on your company letterhead to:
KRITZER Radiant Coils, Inc.,
2903 Lawrence Avenue,
Chicago 25

*Kritzer Baseboard Heating • *Kritzer Fin-Pipe Coils

KRITZER

*Kritzer Radiant Panel Heating

"IF IT'S KRITZER,
IT'S RIGHT, SIR!"

**HOW TO PROTECT
THE HOMES YOU BUILD
FOR LIFE...**

against the
**DESTRUCTIVE DANGERS
of CONDENSATION
and DAMPNES!**



In just a few minutes, at negligible cost, you can install Midget Louvers on soffits, gable ends, dormers, eaves or you face the menace of moisture. These inexpensive all-aluminum ventilating units are your fastest, cheapest, surest permanent protection. They will prevent the accumulation of heat and condensation... virtually eliminate paint blistering... combat rot... maintain the efficiency of insulation. Made in 7 sizes (1" to 6") and 2 styles (with and without rain deflectors — both with insect screens).

WRITE for full information.

"A House That Breathes is a Better House"
The aluminum louver is the original louver.
Don't accept "second best" substitutes!

Quick and easy to install. Just drill a hole and push in place. No nails or screws needed.



MIDGET LOUVER CO.

6 WALL STREET • NORWALK, CONN.

New Ford Tractor Cuts Costs, Speeds Site Development!

Today's upswing in project building makes fast, low-cost site development more important than ever. Here's how you can use Ford Tractor power to save time and money during this stage of construction:

Grade and ditch access roads with a Ford Tractor and Danuser All Purpose Blade. This blade maintains unpaved roads and streets so that trucks and equipment can get on and off the job fast . . . 6-foot and 8-foot models available.

Clear land for less with a Ford Tractor and Rotary Cutter. One pass cuts a 5-foot swath through grass, weeds and small brush. You'll stake out foundation lines easier and faster on lots that have been cleared this way.

Rough out driveways with a Ford Tractor and Rear Blade. Dump in gravel with a front mounted Industrial Loader. Then level with Rear Blade. Entire job is done by one man, one tractor in one short continuous cycle.

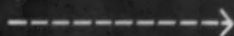
Cut trenching costs with a Ford Tractor. Trenchers powered by Ford Tractors are widely used for foundation trenches, gas and water lines, sewer systems and conduits. You can backfill quickly with a front mounted Angle Dozer.

To find out about the many other ways Ford Tractor power can lower building costs, see your nearby Ford Tractor and Equipment Dealer. Do it soon! Tractor and Implement Division, Ford Motor Company, Birmingham, Michigan.

See your nearby
**FORD TRACTOR AND
EQUIPMENT DEALER**



More extras
like these

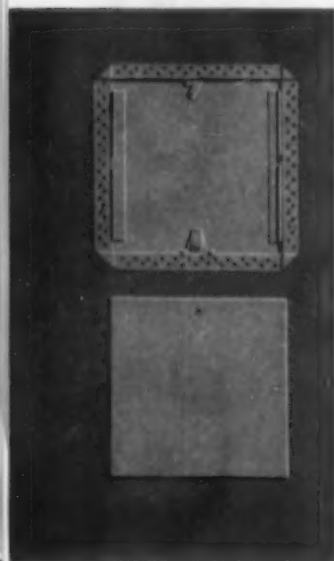


mean
more signs
like this



U. S. G. STEEL ACCESS PANELS

Check These EXCLUSIVES



Perforated steel
flange for easy
attachment to studs
or joists of wall
or ceiling.

No exposed hinges;
concealed fasteners
for easy opening,
closing or removal.

It's the *special features* that help to sell a home. That's why so many alert builders insist on incombustible U.S.G. Steel Access Panels for use with walls and ceilings of metal lath; gypsum lath and plaster; or wallboard (up to $\frac{3}{4}$ " thick). Prospects like the easy access to key service points; there's never any need for costly, difficult cutting to reach plumbing, heating, wiring or air conditioning equipment. Moreover, enclosed areas can be turned into extra storage space. These ready-to-install panels require no molding trim, have a smooth, flush surface for easier decorating in either new construction or remodeling.

Three convenient sizes—8" x 8", 12" x 12", 14" x 20". Packed two to a carton. Installation instructions with each unit.

Contact your U.S.G. representative for details today, or write Dept. AB-3, 300 W. Adams St., Chicago 6, Illinois.



UNITED STATES GYPSUM

The Greatest Name in Building

Contractors prove sanitary drainage systems of copper tubes and fittings cost less

* Contractor "A" bid an "all copper" job for a housing development—water and drainage lines. His bid was 10% lower than others based on copper for water pipe only.

* Contractor "B" was awarded a job. Before start owner changed specification to copper. Completed job cost \$19.01 less than original estimate.

* Contractor "C", on his first copper drainage system, cut installation time 1/2, compared with similar size jobs using heavy wrought or cast piping.

*Names and addresses furnished on request.

Long lengths and light weight. ANACONDA Copper Tubes for sanitary drainage systems come in standard 20' lengths. The light weight makes them easy to install and the 20' lengths save time and fittings when long runs are required. Light weight also permits more pre-assembly work at the shop. Even large units can be easily handled. A copper tube and fittings installation weighs about 1/4 as much as ferrous materials.

Fast, easy-to-make joints. Solder-type fittings save hours. No threading, no pouring and caulking of lead. No heavy, cumbersome equipment needed. The few tools and accessories used to install smaller diameter copper tube water lines are all you need.

Saves carpentry and space. You can install a 3" copper tube stack with fittings within a standard 4" width partition. There's no need to plan for wide plumbing walls or "build-outs." The trim copper tube and compact fittings give greater freedom of placement... reduce cutting of studs and joists.

Base your next bid on an "all-copper" job. Prove its economy to yourself and the builder. To get your free copy of "Copper Tube Drainage Systems" which gives information on tubes, fittings and their installation, fill in and mail the coupon.

0414 (Rev.)

ANACONDA®
COPPER TUBES

Sold only through recognized distributors

MAY 1955



ONE MAN EASILY POSITIONS this 3" prefabricated stack which fits in a standard 4" width partition. Anaconda offers you both Type M Tube and the new lighter-weight Copper Drainage Tube, Type DWV.

—FREE BOOKLET!—

The American Brass Company, Waterbury 20, Conn.
(In Canada: Anaconda American Brass Ltd.,
New Toronto, Ont.)

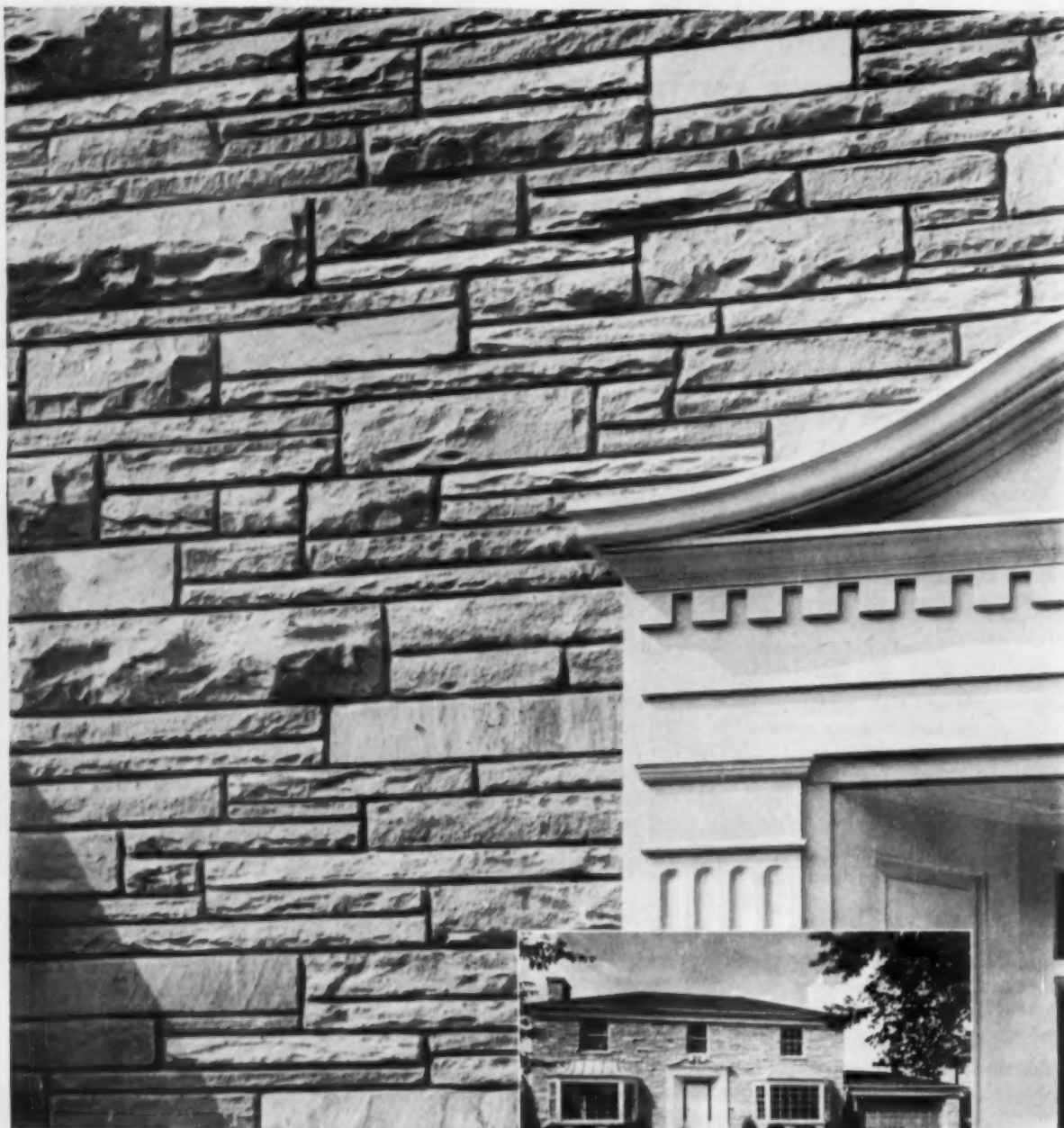
Send me free booklet, "Copper Tube Drainage Systems," which tells how I can cut costs with copper.

NAME

COMPANY

STREET

CITY.....ZONE.....STATE.....



Schmidt Residence, Lincolnwood, Illinois.
Harold A. Stahl, Chicago, Architect.
Photos: Hedrich-Blessing.

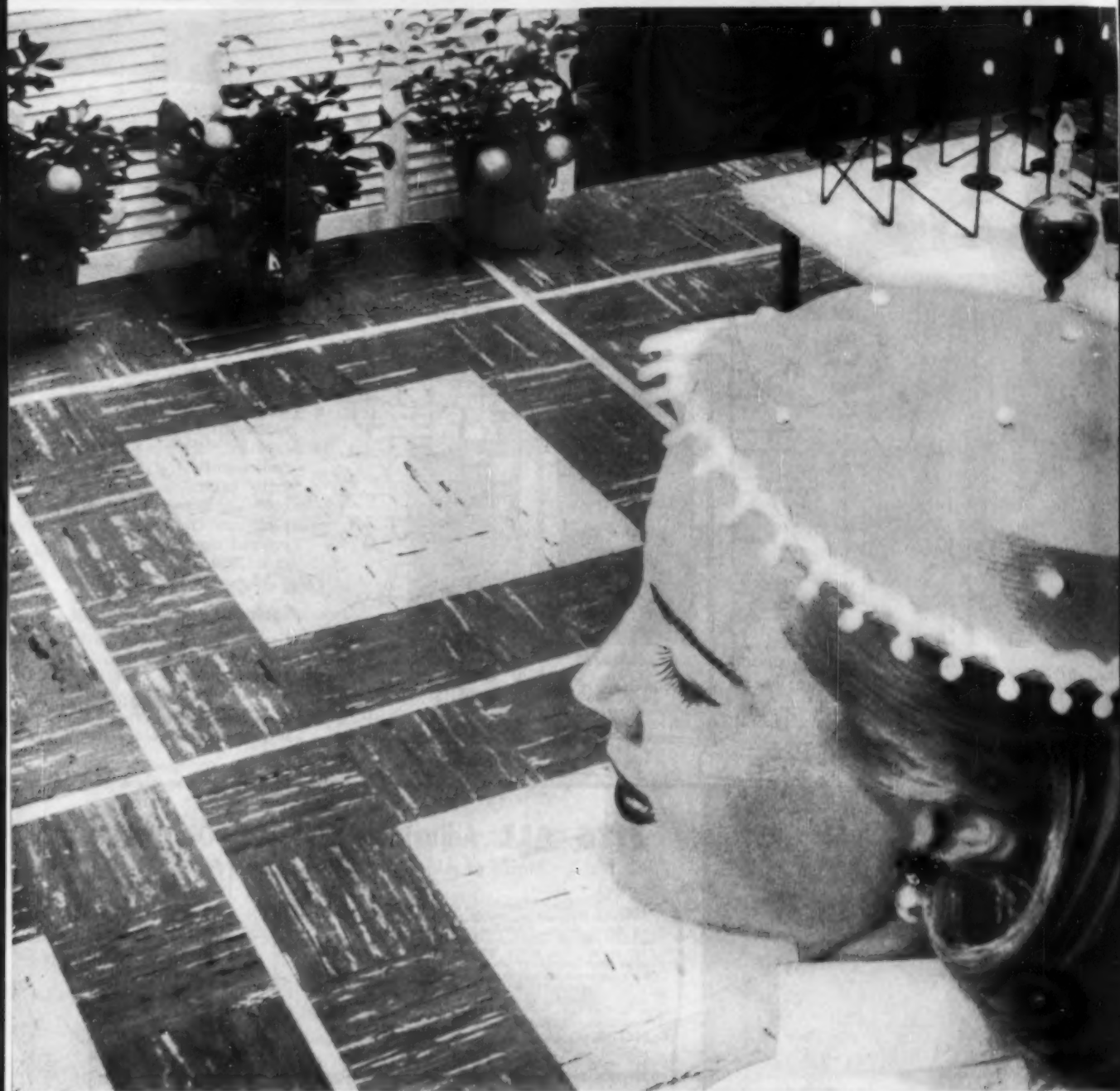
stone

THE PROOF IS IN ITS FAVOR

The assumption that STONE costs more than lesser materials, in your community or in any community, may be false. There are many instances of record to prove that even the initial cost of STONE is less than that of some "cheaper" substitutes. And in most instances the *true* cost of STONE — its initial cost plus its negligible cost of maintenance — is so low as to make many inferior materials non-competitive. It is worth your while to investigate STONE before you decide.

For additional information about STONE,
its variety, characteristics, availability or uses,
write the Building STONE Institute,
2115 Martindale Avenue, Indianapolis, Indiana.





Smart flooring for your practical home buyers... **MATICO ARISTOFLEX**
low-cost vinyl-plastic tile flooring

Smart people are usually practical . . . and that's why they like MATICO ARISTOFLEX, vinyl-plastic tile—the flooring that's both smart and practical. Available in low-cost standard gauge, as well as $\frac{1}{8}$ " thicknesses, Aristoflex is ideal for almost every type of installation. Vinyl-plastic throughout (no felt backing), it can be used on, above or

below grade . . . it resists acid, alkali, petroleum and grease . . . is easy to maintain . . . comes in 13 clear, bright colors.

Yes, when next you select tile flooring, be sure to consider long-lasting MATICO ARISTOFLEX!

Write Department 5-5 for full details and installation data today.



MASTIC TILE CORPORATION OF AMERICA • Joliet, Ill. • Long Beach, Calif. • Newburgh, N. Y.

Manufacturer of: ARISTOFLEX • CONFETTI • PARQUETRY • MATICORK • ASPHALT TILE • CORK TILE • PLASTIC WALL TILE



Give screen **M&D** FITS-ALL MACKLANBURG DUNCAN CO.

FITS-ALL NO. 5

Gracefully designed, yet fully adjustable for nearly all wood or metal doors! Made of silvery-satin Alacrome that will not rust or tarnish. Patented holder makes installing easy. Each grille packed in individual colorful, carton with complete instructions for installing and suggestions on how to arrange scrolls.

Surface Clamps Included

FITS-ALL Grilles may be installed on the surface, rather than between stiles of screen door, by using surface clamps which are furnished. Merely place one clamp over each scroll and attach to door as shown at left.



FITS ALL Adjustable SCREEN DOOR GRILLES

Made of Alacrome—Silvery-Satin Finish

NO. 1 Instantly adjustable to all screen doors. Accordion-like action permits expansion from 16" to 30 1/2" in width between stiles and from 40 1/2" to 30 1/2" high. Squared up size is 30 1/2" x 30 1/2". Packed 12 to carton—screws furnished.

NO. 2 For doors with divided sections. Each side adjusts from 13" wide and 19 1/2" high to 14 1/2" wide and 17 1/2" high. Packed 12 pairs to carton.

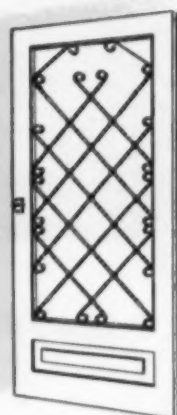
NO. 3 For lower section of door with cross-bar. Fully adjustable from 14" wide and 32 1/2" high between stiles to 25" wide and 25" high between stiles. 12 to carton.

NO. 4 For upper section of doors. Adjusts from 19 1/2" wide and 34" high between stiles to 33 1/2" wide and 20 1/2" high between stiles. 12 to carton.

NO. 7 Adjusts from 18" wide to 32" high between stiles to 24 1/2" wide to 27" high. Squares up at 26" x 26". 12 to carton.



FITS-ALL NO. 56—Easily installed, fully adjustable. Made of Alacrome with silvery-satin finish—will not rust or tarnish. Packed in individual carton.



FITS-ALL NO. 75—Fits full-size panel. Adjustable from 22" to 30" wide and from 75" to 55" high between stiles. Packed 6 to carton.

**MACKLANBURG
DUNCAN CO.**
MANUFACTURERS OF
QUALITY
BUILDING
SPECIALTIES

doors that "extra something"

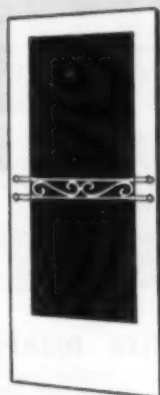
Adjustable SCREEN DOOR GRILLES



Nu-WAY

NO. 16 PUSH GRILLE

— Made especially for combination doors—wood or metal—16" high for 21", 23", and 27" insert panels and for regular 32" or 36" doors. Silvery-satin finish. Packed 12 to carton.



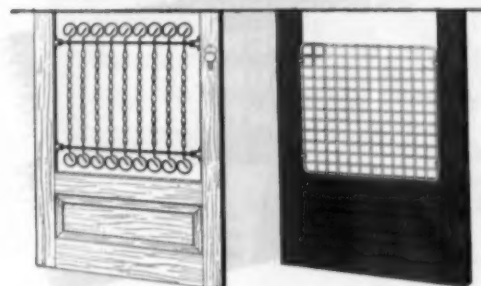
Nu-WAY

NO. 4 PUSH GRILLE—4" high, made of silvery-satin Alacrome. 32" fits openings from 24" to 26" wide and 36" fits between stiles from 28" to 30". Packed 12 to carton.



Nu-WAY

NO. 6 PUSH GRILLE—For aluminum or wood doors 6" high for 21", 23", and 27" insert panels and for regular 32" or 36" doors. Silvery-satin finish. Packed 12 to carton.



Nu-WAY—Comes in silvery-satin aluminum or steel with black enamel finish. Fits 30" and 32", 36", 42" doors. Easily installed on doors or as window guards.

M-D MESH GRILLE—Interlaced ribs form strong protection for screen. 32" fits screen openings from 24" to 28½" and 36" fits openings 28" to 31½". Silvery-satin Alacrome will not rust or tarnish.



NU-ART

GRILLE ORNAMENTS

Attaches to nearly all screen door grilles. Made of cast aluminum with colorful outlining. Comes in individual envelope with instructions, clamps and bolts.

MALLARD	BRONCO
STEER	HORSE
SEA GULL	SAILFISH
SAILBOAT	PANCHO
PEDRO	SQUIRREL

FITS-ALL GRILLE MONOGRAM

Customer chooses initial or numbers from your stock and mounts on black disc. Packed 2 discs to envelope with screws and fasteners. Attractive, yet inexpensive!



YOUR INITIAL
GOES HERE
LIKE THIS

MACKLANBURG-DUNCAN CO.

OKLAHOMA CITY 1, OKLAHOMA

**DEALERS: ORDER TODAY! YOUR ORDER
SHIPPED SAME DAY IT IS RECEIVED!**
All M-D products are fast sellers, nationally advertised.

BUILDERS: For highest quality and dependability always specify M-D products. Sold by hardware, lumber and building supply dealers everywhere!



AS ADVERTISED IN LIFE BY MONSANTO CHEMICAL CO.

Sales Records SHATTERED!

WITH FAST MOVING

SHATTERPROOF Barclite

TRANSLUCENT FIBERGLASS PANELS

QUALITY BARCLITE has earned the respect of even its most critical competitors because there's only one grade of BARCLITE—the best! The skill and knowledge of a quarter-century of manufacturing goes into each panel to guarantee customer satisfaction. Yet BARCLITE is priced for greatest volume sales. Select for your customers, the one fiberglass panel that can give you all three features: QUALITY, ACCEPTANCE, PROFIT—Supported by a company of proven integrity.

Selected for use in
HOUSE and GARDEN'S 1953 "HOUSE OF IDEAS"



NATIONAL • POWERFUL • COOPERATIVE
ADVERTISING • PROMOTIONS • PROGRAMS

Manufactured by
BARCLITE CORPORATION OF AMERICA
DEPT. 355 BARCLAY BUILDING, NEW YORK 51, N. Y.
An affiliate of the Barclay Mfg. Co., Inc.

35 YEARS EXPERIENCE IN MANUFACTURING HIGH QUALITY BUILDING MATERIALS

FREE WALL CHART

to help you sell

**BESSLER
DISAPPEARING
STAIRWAYS**

easily . . .
quickly . . .
profitably!

Here's a real 24-hour-a-day salesman for the famous line of Bessler Disappearing Stairways. Hang it anywhere in plain sight, for ready reference by you and prospects. Seven Bessler models to meet any home building or remodeling need. Millions of Bessler units now in use. Millions of homes, outbuildings, offices, commercial establishments need this efficient stairway. There's a big market for you in your community! Popular prices!



FREE CATALOG!

Gives you complete handy reference data on entire Bessler line, for quick selling or application to any stairway job. Write for it now! Ask for your FREE copy of the Bessler Wall Chart too.



BESSLER DISAPPEARING STAIRWAY CO.

1900-A East Market Street, Akron 5, Ohio

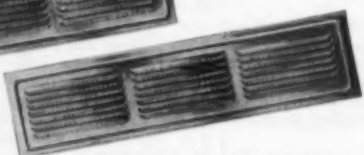
**They're
new
and available
NOW!**

**LO-MAN-CO
Combination Aluminum
CORNICE OR
FOUNDATION
VENTILATORS**



MODEL C816—(left)
8"x16" with aluminum screen

MODEL C416—(right)
4"x16" with aluminum screen



For better ventilation in the cornice, or above the foundation in the siding, you'll find these attractive new LO-MAN-CO multi-purpose units are your best buy by far!

They're faster and easier to install. Aluminum construction means no rusting, or replacement problems. 8 x 8 mesh insect screens meet all FHA requirements, and they're completely installed.

For attractive design, for efficiency and weather protection, for economy—you can't go wrong when you specify LO-MAN-CO combination ventilators. Ask your favorite dealer for complete information on the Louver Line of Ventilating Equipment, or write for the name of a dealer near you.



FOR CORNICE



FOR FOUNDATION

LOUVER MFG. & SUPPLY CO.

5813 W. 36th Street, Minneapolis 16, Minn.

AMERICAN BUILDER



Made in America...

by Americans...for Americans!

Ready to meet competition from *anyone*... from *anywhere*! The new Hager "All-American" butt hinge is the long-awaited answer to the demands of builders and builders' hardwaremen for low price butts and top quality performance. All of the time-honored Hager quality is there; only a few cost-making trimmings have been shorn off.

It's American Made—Hager Made. Backed by Hager's fine old reputation—a century long—it's a hinge we're proud to place our name upon, just as we have been proud to do so on any quality Hager Hinge that's left our factories during our 106-year history.

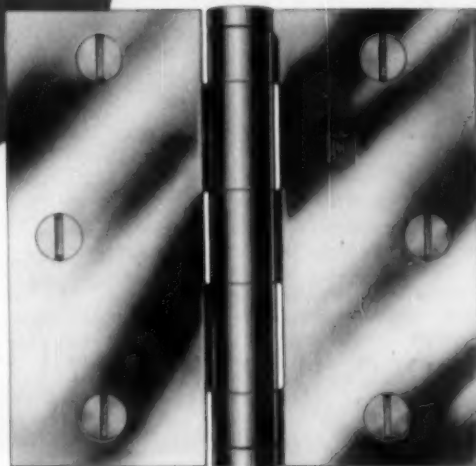
Out Went the Plug . . . Down Went the Price!

Ingenious Hager engineering eliminates labor and materials normally required for conventional-type plug. Once installed, it's so cleverly designed you'd never notice there is *no plug* at all!

When low cost, without sacrifice of quality, is a specification factor . . . specify Hager Nos. 1641 or 1642, $3\frac{1}{2}$ x $3\frac{1}{2}$ butts.



where **Price and Quality** are **both** a requirement, naturally the doorways of the world will swing on the Hager "All-American!"



PATENT PENDING

NEW HAGER "All-American"

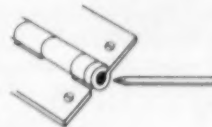
$3\frac{1}{2}$ X $3\frac{1}{2}$ NO. 1641

ready for service at a price 20% Less than other Domestic Hinges!

New Non-Rising
Hager "Top-Loc" Pin
Holds Pin Securely
when Tapped Down!



Quick, Easy "Push-Up"
"No-Mar" Pin Removal!



No Plug—Yet
Designed to Look Like
the Hinge is Plugged!



Order Nos. 1641 (Dull Brass)
or 1642 (Prime Coat)
(Available in
 $3\frac{1}{2}$ x $3\frac{1}{2}$ size only)

Is your FHA commitment too low?

Properly filled out—which means fully specified—FHA's form 2005 and VA's form VB4-1825 mean dollars-and-cents in higher valuations on proposed buildings. To FHA, Form 2005 is all-important in setting valuations, and very reasonably so. As Deputy Director Harry M. Steffey of the Detroit FHA puts it:

"The FHA 2005 Description of Materials form stands as the specifications of the building. We take this form and the plans for the house and figure the job as though we were going to bid on it. How can we bid correctly if the plans and specifications are incomplete? Naturally, in such a case our bid will be low."

Take a couple of sections from Form 2005 for example—Nos. 3 and 17. Properly handled by the builder, they ought to look like this:

Better check the way you're filling out the

Description of Materials form—No. 2005

3. CHIMNEYS:		
Material: <u>COMMON brick</u>	Prefabricated (make and size)	
Flue lining: Material <u>Clay tile</u>	Heater flue size <u>8" x 12"</u>	Fireplace flue size <u>12" x 12"</u>
Vents (material and size): Gas or oil heater <u>6" G.I.</u>	Water heater <u>3" G.I.</u>	
Exposed portions of chimney to be faced with <u>\$55. per sq. ft.</u> Face brick		

Don't forget to include type of brick and type of flue lining; also, cost of brick

17. WINDOWS:		
Windows: Type <u>Horiz. slide</u> ; make <u>Mfr's NAME</u> ; material <u>Aluminum</u> ; each thickness		
Glass: Grade <u>D.S.-B. grade</u> ; each weight; <input type="checkbox"/> balancer, type	head flashing	
Trim: Type <u>molded</u> ; material <u>W.P.</u> ; Paint <u>Flat enamel</u> ; number coats <u>2</u>		
Weatherstripping: Type <u>flex. metal</u> ; material <u>Zinc</u> ; Storm cash, number <u>10</u>		
Screen: <input checked="" type="checkbox"/> Full; <input type="checkbox"/> half; type <u>Aluminum</u> ; number <u>10</u> ; screen cloth material <u>Aluminum</u>		
Recessed windows: Type <u>2-Lt. 15" x 12"</u> ; material <u>steel</u> ; <input checked="" type="checkbox"/> screen, number <u>5</u> ; <input type="checkbox"/> Storm cash, number		
Special windows <u>Bath & Kitchen</u> Jalousies - see Elevations		
<u>Living Room - fixed aluminum with 2 vents - see Elevation</u>		

Manufacturer's name and model numbers are important. Don't forget weatherstripping

These 10 rules will help get higher valuations

1. LIST EVERYTHING: Don't leave any spaces blank for which you can fill in data. Include all brand names. Chances are such items will get a higher valuation than the accepted minimum.

2. DO NOT USE "AS EQUAL": The evaluator cannot give the proper value for an anonymous item simply described as "as equal."

3. LIST ALL MANUFACTURERS' NAMES and model numbers: This is the way to get full value. The retail price can be checked by the evaluator.

4. DON'T BE VAGUE: Vagueness costs money. "Flush doors," for example, is not enough to record. These can vary in price from \$10 to \$30. For a small house, this item alone could vary by \$100. The price of any face brick used, for example, is another item which should be entered on the form.

5. BE SURE PLANS AND SPECS AGREE: This is a common error. When plans and specifications differ, the least expensive item or method is used in the determining of value. The appraiser can't guess that you were going to use the more costly of the two.

6. CHECK ANY PREPRINTED FORMS: Project builders often have the FHA and VA Description of Materials form preprinted in order to avoid continually having to type new ones. This speeds cases. However, many times it will turn out that the preprinted form is not up to date and may not be showing all quality items.

7. CROSS OUT PLAN DETAILS NOT APPLICABLE: Stock plans usually show alternate footing and foundation details. Cross out the ones not being used, or you'll get the one with the lower value since the evaluator cannot guess which one is

being used. The same applies to elevation drawings.

8. STRESS HIDDEN QUALITY ITEMS: If construction technique is above the base minimum, better indicate it. It will also pay to re-evaluate the whole operation to see if there are items that have not been shown in filling out Form 2005 and which could raise the final valuation.

9. INCLUDE ARCHITECTURE: Architecture influences value both directly and indirectly. Include costs relating to architectural style and substantiate this cost by showing the cost of individual style factors, such as glass in the gable ends, vertical siding, etc.

10. DON'T HESITATE TO USE ADDENDA SHEETS: If more space is needed to describe your materials and methods thoroughly, include this information on extra sheets attached to the form. Be sure added items are keyed to proper section numbers of the form.

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Gold Seal VinylTile® so successfully resists acids, alkalis, and greases . . . it's started a trend to light, glamorous floor colors . . . exclusive Bermuda Hues. Also marbled patterns. Matching Vinyl Inlaids for walls, counters. 9" x 9" tiles. Standard gauge.

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Gold Seal Rubber Tile® is today's prestige tile. More comfortable, more luxurious in every way. Clearer, brighter colors. 6" x 6" and 9" x 9" tiles. 21 marbled patterns in $\frac{1}{16}$ " and 10 patterns in standard gauge.

*Install these products with amazing new Gold Seal "Three-Twenty"† adhesive. Satisfaction guaranteed or your money back. For further information, write Architects' Service Dept., Congoleum-Nairn Inc., Kearny, N. J.

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COVERING • VINYLFLOR • VINYLTOP

†Trade-Mark



**GOLD SEAL
FLOORS AND WALLS**

CONGOLEUM-NAIRN INC., KEARNY, N. J.



ENTRANCE LEVEL IS THE BIG FEATURE, runs straight through house . . . up five steps to the living zone . . . straight through to basement recreation room

A NEW WAY to split the levels

ENTRANCE LEVEL BECOMES A BALCONY for basement room, which gets additional prestige from big window above grade



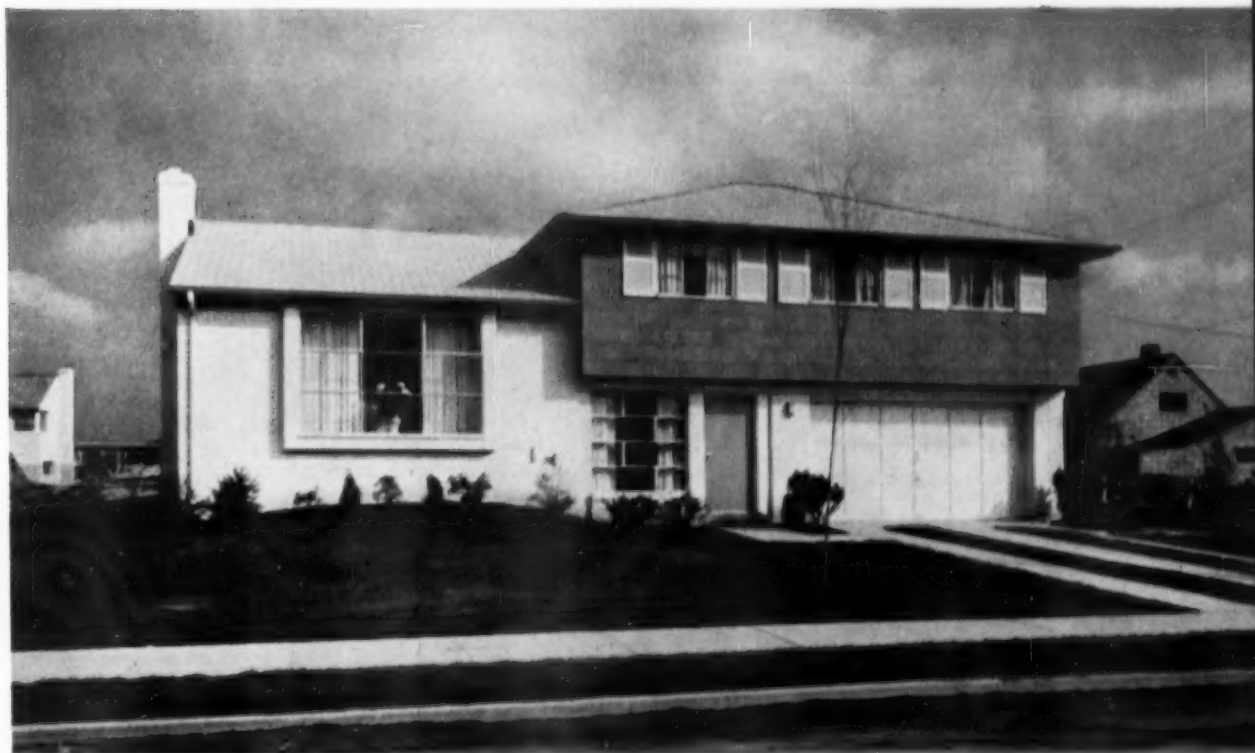
BLUEPRINT HOUSE

BUILDER:
Strausman Construction Co., Inc.
Great Neck, L. I., N. Y.

ARCHITECT:
Rudolph A. Matern & Associates
Jamaica, L. I., N. Y.

SQUARE FOOT AREAS:

Basement, 1/4 area	143
House, full area	1264
Second floor, 1/4 area	195
Total	1602
Cost per square foot	\$10.00



Four levels for living are cleverly hidden behind a well-balanced front

In the plan of this house the entrance level is the big feature. A partition separates this level into two sections, front to back. The front section is a generous-sized entrance foyer which gives access to the living-dining and kitchen level, up five steps. The rear part—referred to as a balcony—has a direct approach to the recreation area, down seven steps. A door off this balcony opens to the garage, down one step.

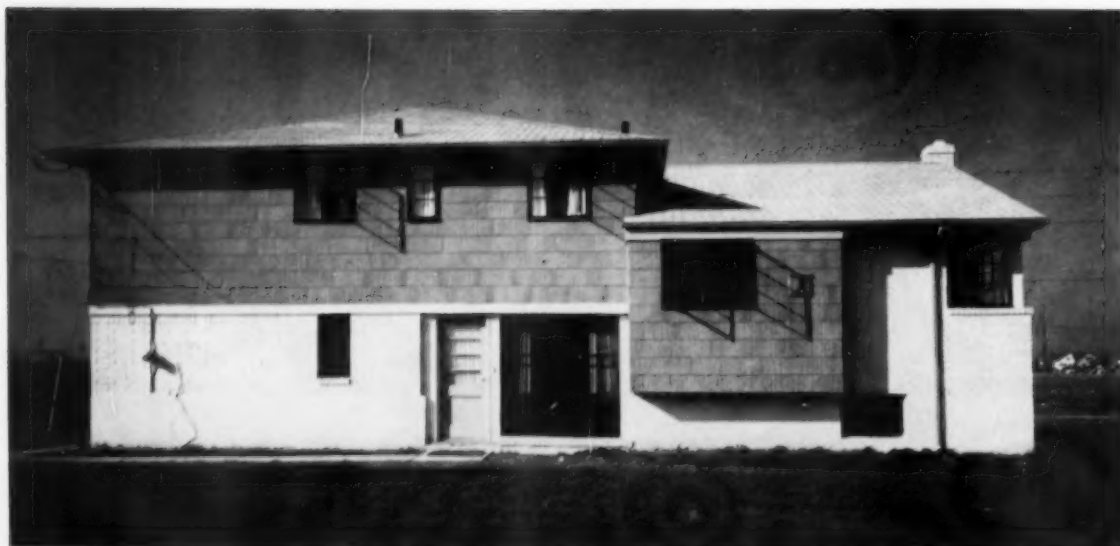
Powder room and laundry are also off the entrance level.

The bedroom level, above foyer and balcony, is approached from the living room level.

In this case, juggling the levels of the house has been the means of establishing an interesting plan pattern, which in turn has made possible a change of pace in the design pattern of the exterior. The various levels are all cleverly contained

within two basic design units, one for the living-dining-kitchen, the other for the foyer-garage and bedrooms. Both are direct in their design approach and depend upon good fenestration and the proportional relation of walls to the roof surfaces.

There are two other aspects of this plan that also rate special notice. This is the recreation room and the garage. Because of the posi-



HOUSE FROM REAR, showing back door to entrance level and large window which lights basement room

tion of the basement room, the balcony, rail and steps and the large window wall actually become a part of the room and can be treated accordingly. The garage with a battery of four large windows on the side wall can double for playroom.

The structural elements of the

walls are masonry veneer and frame placed on 10-inch thick concrete foundations. One half of the house contains a basement, the balance is a slab on grade. Exterior materials are face brick and asbestos shingles on the side walls with asphalt shingles covering the roof.



BEDROOM LEVEL is approached from living-dining area

For information about complete one-quarter inch working plans of this house write American Builder Home Plans Service, 79 W. Monroe St., Chicago 3, Ill.

BRAND NAME PRODUCTS USED

- American Olean ceramic tile
- Baldwin-Hill insulation
- Benjamin Moore paints
- Briggs colored plumbing fixtures
- Chase copper pipe
- Fiat shower receptor
- Formica kitchen counters
- Flintkote asbestos-cement shingles
- Kentile asphalt tile
- Ketchum medicine cabinets
- Ketchum shower door
- Paragon hot water boiler
- Paragon heating controls
- Perfect-line ventilating fan
- Ruberoid asphalt shingles
- Schlage hardware
- Tuttle & Bailey baseboard radiators
- Truscon metal windows

SEE GATEFOLD BLUEPRINT FOR WORKING DRAWINGS ►

AMERICAN BUILDER



FRONT ELEVATION

SCALE 1/8"=1'-0"



REAR ELEVATION

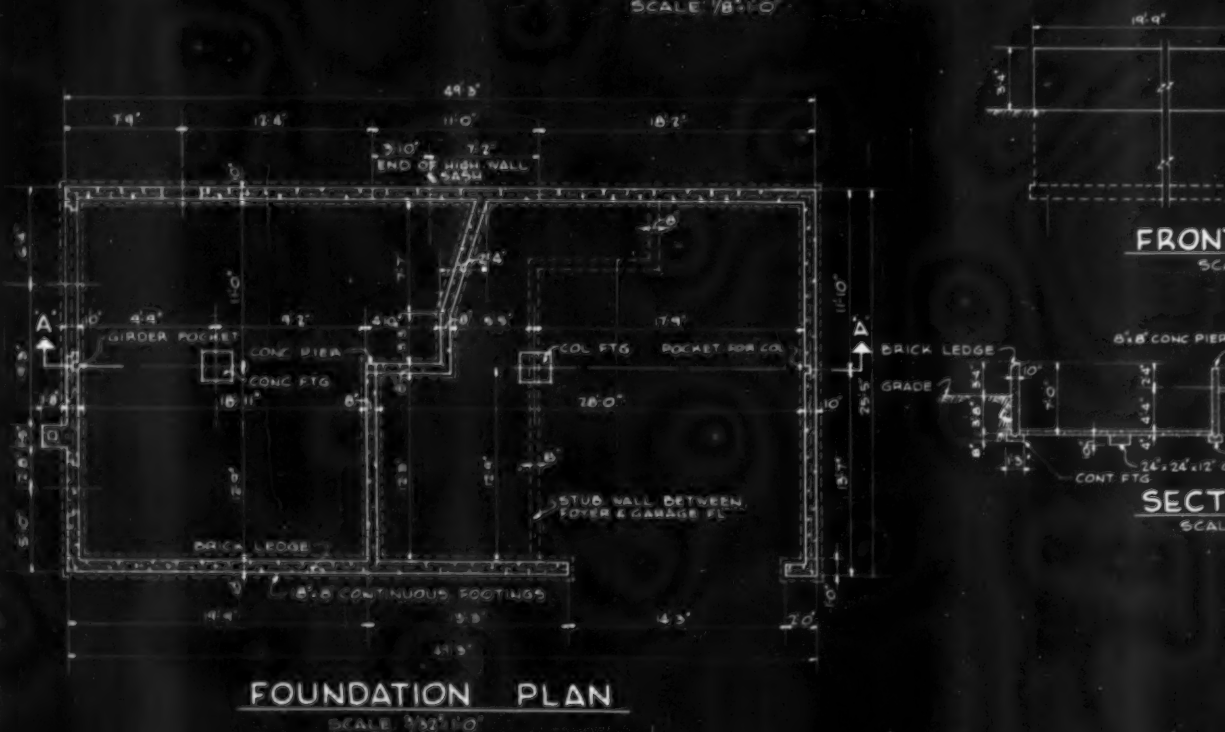
SCALE 1/8"=1'-0"

PULL OUT FOR FLOOR PLAN



GROUND FLOOR PLAN

SCALE: 1/8" = 1'-0"



FOUNDATION PLAN

SCALE: 1/32" = 1'-0"

FRONT

SCALE

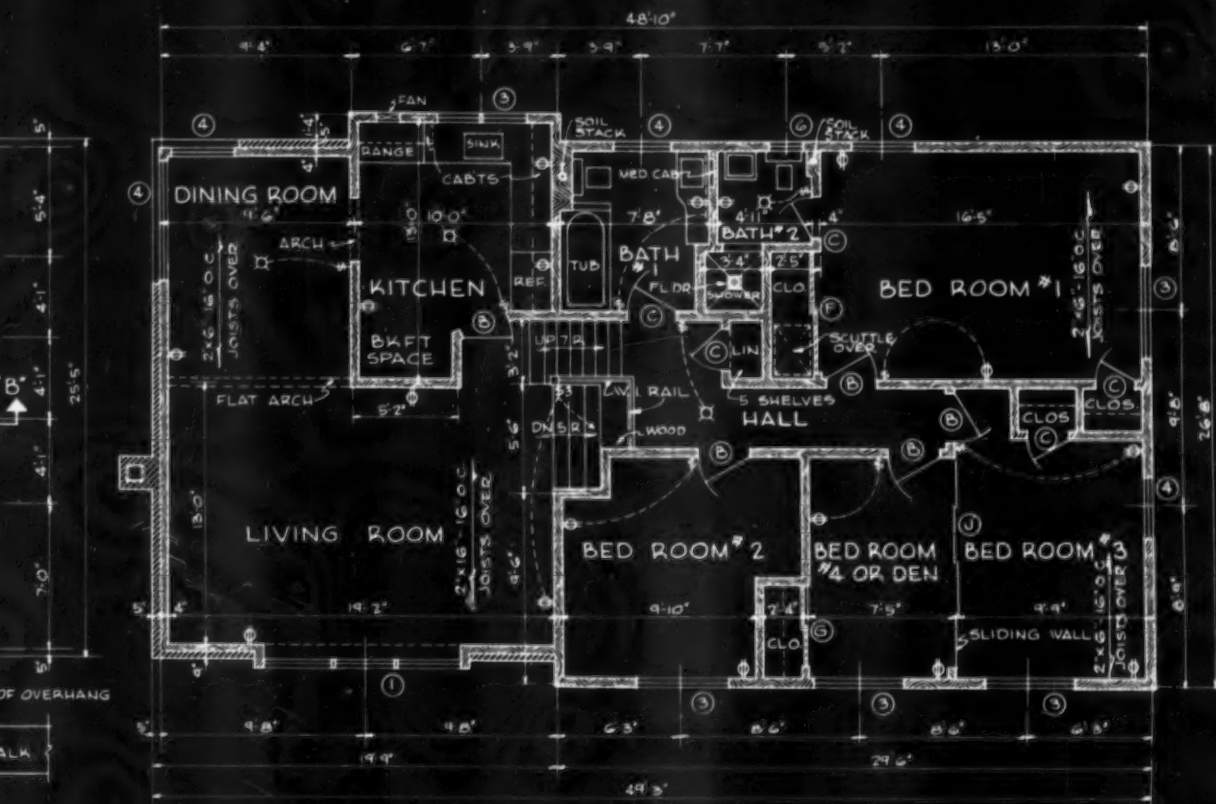
8" x 8" CONC. PIER

GRADE

24" x 24" x 12" CONT. FTG.

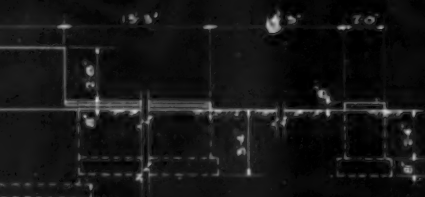
SECTION

SCALE



LIVING & BED ROOM LEVEL

SCALE 1/8"=1'-0"



FRONT ELEVATION

SCALE 1/8"=1'-0"



REAR ELEVATION

SCALE 1/8"=1'-0"



SECTION "A-A"

SCALE 1/8"=1'-0"



RIGHT SIDE

SCALE 1/8"=1'-0"



LEFT SIDE

DESIGN NO. A.B. 219

AMERICAN BUILDER BLUE PRINT SERIES
DESIGNED BY
RUDOLPH A. MATERN ARCHITECT & ASSOC.
JAMAICA 32, NEW YORK

Simmons-Boardman Publ. Corp. 79 W. Monroe St. Chicago 3111



FRONT ELEVATION

SCALE: 1/8"=1'-0"



REAR ELEVATION

SCALE: 1/8"=1'-0"

PULL OUT FOR FLOOR PLAN



RIGHT SIDE ELEVATION

SCALE: 1/8" = 1'-0"



LEFT SIDE ELEVATION

SCALE: 1/8" = 1'-0"

DESIGN NO AB 219

AMERICAN BUILDER BLUE PRINT SERIES

DESIGNED BY

RUDOLPH A MATERN ARCHITECT & ASSOC.

JAMAICA 32 NEW YORK

Simmons-Bordman Publ. Corp 79 W Monroe St, Chicago 3, Ill.



RIGHT SIDE ELEVATION

SCALE 7/8"=1'-0"



LEFT SIDE ELEVATION

SCALE 7/8"=1'-0"

DESIGN NO AB 219

AMERICAN BUILDER BLUE PRINT SERIES

DESIGNED BY

RUDOLPH A MATERN ARCHITECT & ASSOC.
JAMAICA 32 NEW YORK

Simmons-Bloodman Publ. Corp 79 W Monroe St, Chicago 3, Ill.

Quantity List of Materials

For American Builder Blueprint House No. 219

Rudolph A. Matern, Architect

General Information

House — Type	frame and masonry
Area	1,250 sq. ft.
Cube	25,000 cu. ft.
	exclusive of bay and overhang
	Height taken for cube was 20 feet
Garage — Area	included above

Excavating

Trench for foundation	160 lin. ft.
Chimney and column footings	3 footings required
Excavation for basement	115 yds.

Cement Work

Foundations	790 cu. ft.
Concrete work	247 sq. ft. 3 in. thick
	410 sq. ft. 4 in. thick
Anchor bolts	44 — 1/2"x10"
Waterproofing	325 sq. ft.

Masonry

Type	brick
Walls	516 sq. ft. — 4" walls
Window sills	14 lin. ft. stone sills
Chimney	66 cu. ft.
Flue lining	24 lin. ft. 9"x9"
Cap	brick and cement

Iron Work

Structural	930 lbs.
Lally columns	1 — 3 1/2" dia. — 4' long
	1 — 3 1/2" dia. — 7' long
	1 — 3 1/2" dia. — 8' long
Metal railings	3 sets approx. 25 lin. ft.
Miscellaneous	1 — 6"x3 1/2" x 1/2"x10'8" angle iron lintel
	2 — 3 1/2"x3 1/2"x 1/4"x 4'0" angle iron lintel

Millwork

Windows — Type	casement, hinged, double hung and fixed
Material	wood and steel
Windows glazed including trim:	
	Full data on sizes given on complete set of working drawings

Exterior doors:	
One marked "A"	2'8"x6'6"x1 1/2"
One marked "D"	3'0"x6'6"x1 1/2"
Garage door	14'0"x7'0"
Exterior millwork	shutters — 3 pr. synthetic louvers
	Entrance fascias — 2 sets (plain type)
	louvers — one
Interior doors including jamb and trim:	
Type: Flush	7 marked B* — 2'8"x6'6"x1 1/2"
	6 marked C — 2'6"x6'6"x1 1/2"
Sliding	2 marked F — 3'0"x6'6"
	2 marked G — 2'0"x6'6"
	2 marked H — 2'6"x6'6"
	4 marked J — 2'6"x6'6"

*As indicated on working drawings

Special interior millwork:

Stairs	1 set 5 risers, 66" wide
	1 set 7 risers, 38" wide
Cabinets	2 sets of upper and lower kitchen cabinets
Special	1 special 2"x6" sash frame at front entrance with stops

Carpentry

Foundation plates	double 2"x6" — 300 lin. ft.
Joists	37 — 2"x8"x14'0"
	37 — 2"x8"x12'0"
Bridging	400 lin. ft. 1"x3"
Studding and plates	1,800 lin. ft. 2"x4" plate
	450 pcs. — 2"x4"x8'0"
Ceiling joist	5 — 2"x6" — 18'0"
	12 — 2"x6" — 14'0"
	23 — 2"x6" — 16'0"
	32 — 2"x6" — 12'0"
Roof rafters	4 hip rafters — 2"x8" — 18'0"
	92 — 2"x6" — 16'0"
	Ridge 1 pc. — 2"x8" — 24'0"
	1 pc. — 2"x8" — 6'0"
	8 — 2"x4" cross ties
	16'0" long
Subfloor	1,600 bd. ft. of 1" D&M sheathing
Roof sheathing	2,200 bd. ft.
Side wall sheathing	1,100 bd. ft. D&M
Side wall materials	950 sq. ft. asbestos shingles
Furring	350 lin. ft. 1"x2"
Carpenter stairs	
1 set of 7 risers — 2 — 2"x10" stringers 8' long	
	7 pcs. stepping stock 3' long
	7 — 1"x8" risers
1 set of 5 risers — 3 — 2"x10"x6' stringers	
	5 pcs. stepping stock 5'6" long
	5 — 1"x8" risers
Flooring — hardwood	830 sq. ft.
softwood	300 sq. ft.
asphalt tile	425 sq. ft.
ceramic floor tile	100 sq. ft.
	plus 4'0" high wainscot in bathrooms
Exterior material	
soffits	800 b.f. 1" D&M
eaves	350 lin. ft. 1" fascia board

Sheet Metal

Gutters	170 lin. ft.
Downspouts	53 lin. ft.
Flashing	at chimney and valleys

Roofing

Type	asphalt shingles
Area	18 squares

Interior Walls and Ceiling

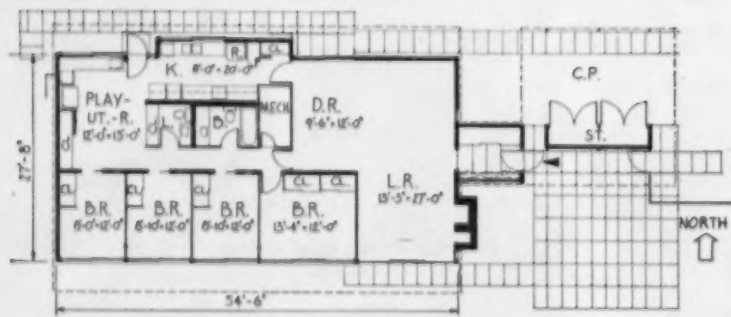
Area to be covered	6,000 sq. ft.
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● This quantity list will be subject to variation depending on the common practices in various sections and municipalities of the country, the techniques of individual builders, the types of materials available locally and cost factors. The list published here is a suggested one, complete enough so that it can be used in arriving at a reasonably accurate estimate of the quantities and cost of materials that will be required to complete the structure. It was prepared by experts at the Edward Hines Lumber Co., Chicago.



TEST-TUBE HOUSE

Will you be building



USG's research at Barrington, Illinois, on new materials and methods for use in tomorrow's homes has included, among five others, this house conceived by the architect-builder team of O'Neil Ford and Frank Robertson of San Antonio, Texas. The house stands as a pioneer experiment in the use of lift-slab roof construction, a method that has gained some headway in commercial building but which has not yet made any impact on residential work. USG's house, built by the Maxon Construction Company, combines an open web steel stud system with the lift-slab roof. Opposite are the major conclusions drawn from USG's experiment.

AMERICAN BUILDER

a house like this?

At Research Village, U.S. Gypsum undertook to find out. Here's what it learned about . . .

● LIFT-SLAB ROOF CONSTRUCTION FOR HOMES

● AN OPEN WEB STEEL STUD SYSTEM

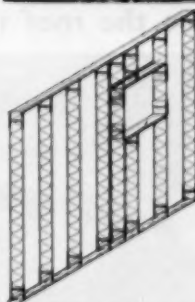
DESIGN

The lift-slab system of roof support satisfactorily achieves freedom of all walls and partitions from roof load, permitting almost unlimited use of glass in outside walls. It permits work to continue rapidly under protection of roof.



STUD SYSTEM

An open web steel stud system is entirely practical in combination with the lift-slab roof. The Trussteel studs used at Research Village cost no more per unit than wood studs, are dimensionally stable and go up faster since no notching or boring is required for conduit and plumbing. These studs simply snap into steel floor and ceiling runners.



COST

Although lift-slab equipment is available on a rental basis in most parts of the country, a roof lift-slab is uneconomical for one house. Results indicate that at present it would be uneconomical to build less than 10 houses with the lift-slab.



FUTURE METHOD

For the future, finding ways to reduce the weight of the roof slab (70 tons in the Research Village house) will permit the use of lighter equipment. Also, the drying time for the concrete may be speeded up, so that it will be possible to pour and lift a roof slab into place all in the same day. One control system may lift the roofs on several houses simultaneously.

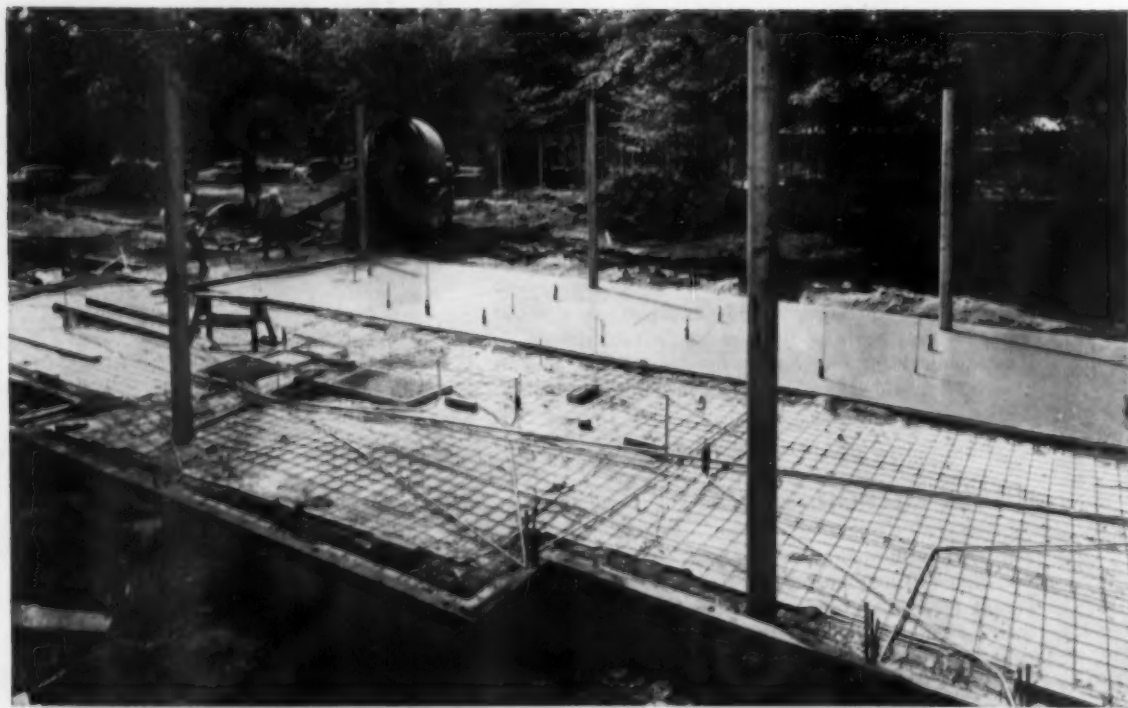


For a demonstration of how this unique house was built, turn the page ►

Will you build like this? continued

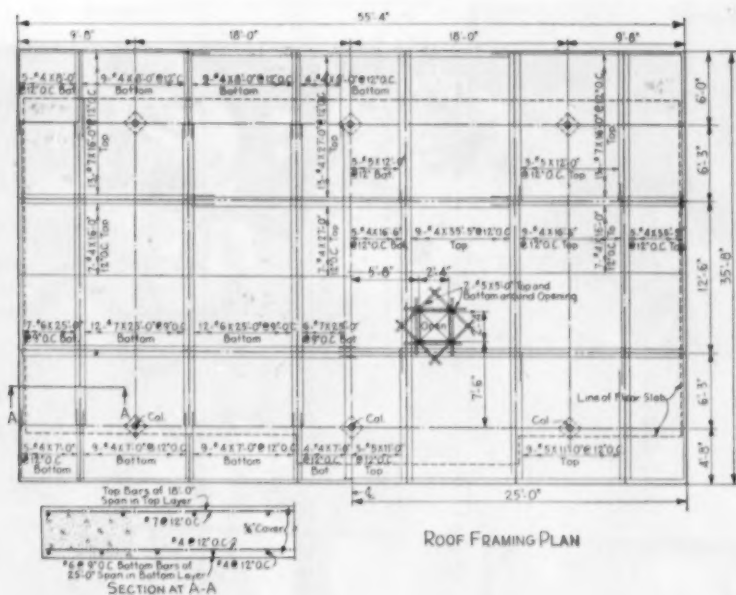


You would raise the roof this way



SIX-INCH STEEL COLUMNS SUPPORT THE ROOF. They are welded to a base plate anchored on one inch of cement

grout and the floor slab is poured around them. Heating tile has been embedded in gravel below slab



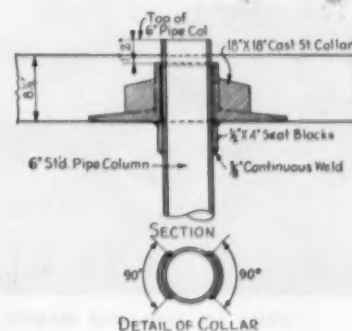
ROOF IS POURED ON FLOOR

After conventional concrete slab foundation and floor have been poured and cured, the entire concrete roof slab is poured in place on top of floor. A membrane is used between the two slabs to prevent concrete from adhering. Where the

roof slab will overhang the floor slab, plywood flats serve as forms. After roof slab has been cured, rigid insulation is placed over it, then built-up asphalt roofing. Then the entire roof is raised by hydraulic equipment. Roof concrete has maximum weight of 95 lbs./C.F.



ROOF FOR CARPORT. Not shown on roof framing plan (left), the carport is roofed with a lightweight steel decking supported on cantilevered "I" beams. Less expensive than conventional decking, the material comes in sections 18 inches wide and up to 25 feet long. It is used plain here

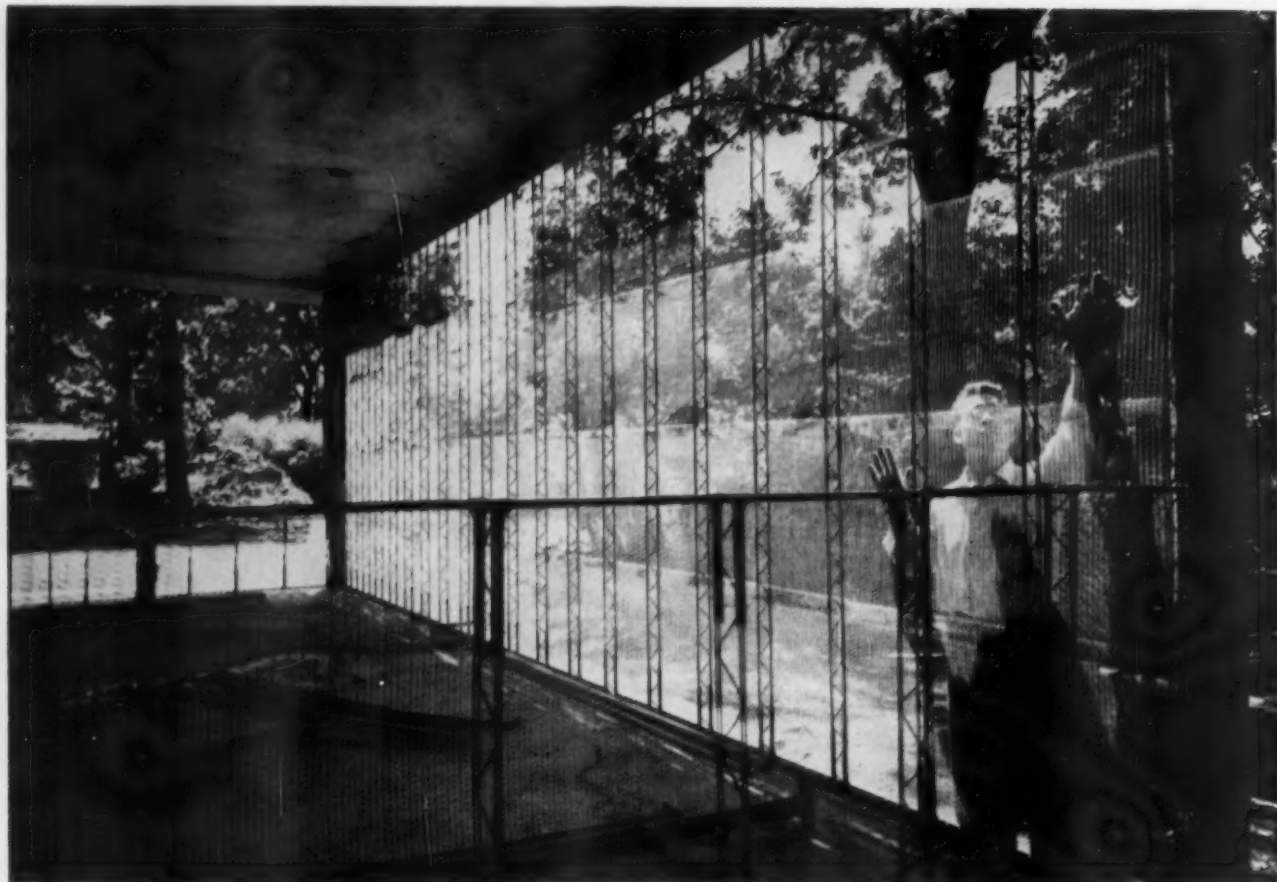


ROOF SLAB IS PULLED UP BY ITS OWN BOOTSTRAPS. Hydraulic jacks attached at the top of each column do the job. Jacks remain fixed and slab rides up the column on threaded steel rods. One man at electronic switchboard controls the whole lifting operation



WHEN SLAB HAS REACHED PROPER HEIGHT, steel collars are welded around each column to tie roof and supports together permanently. Work can begin at ground level while jacks are being dismantled and columns are cut flush in preparation for finish roofing

MORE ►



WALLS ARE NON-LOAD BEARING. With roof supported on six steel columns, outside walls and partitions use non-load-bearing Trusstee studs. Spacing is 16-inch o.c.

Studs snap in place in steel floor and ceiling runners and are held by two shoes at the base and ceiling. Steel mesh (Stuccomesh) is applied in preparation for stucco

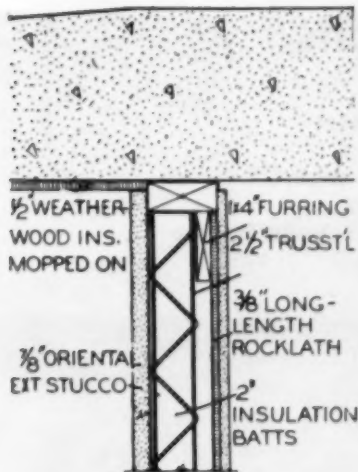
You would frame walls with steel



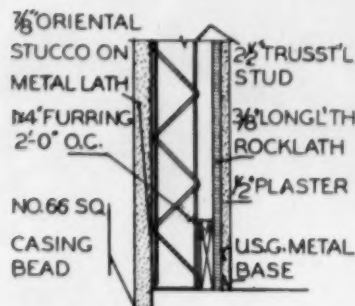
VERTICAL EXPANSION joints are inserted every four feet in exterior walls to prevent cracking stucco



FINISH COAT of Oriental exterior stucco brings wall surface flush with face of expansion strip



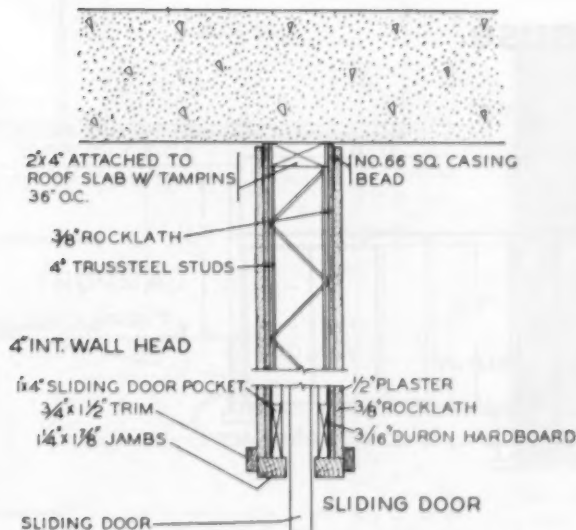
EXTERIOR WALL HEAD



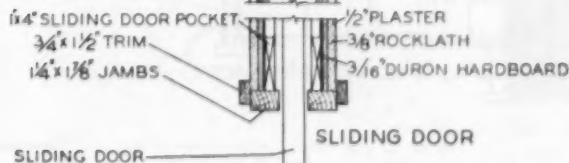
EXTERIOR WALL BASE



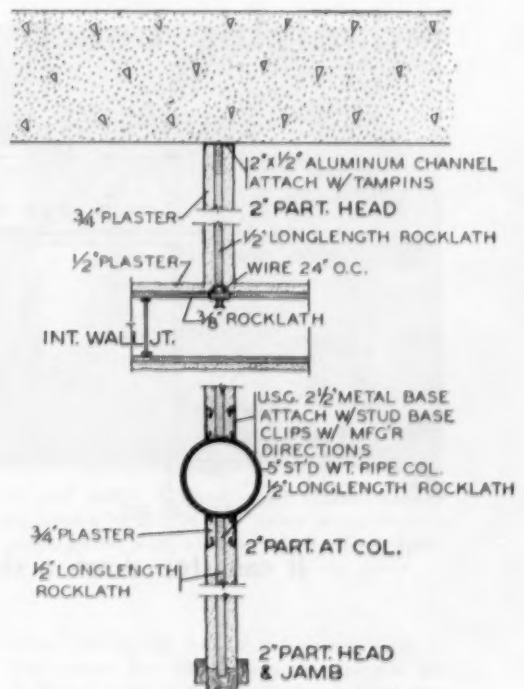
PLASTER BASE is foil-backed Rocklath in 9-foot lengths. Blanket insulation is used between the studs



4" INT. WALL HEAD



SLIDING DOOR JAMB



Roundup: Houses for vacations

How to plan and build ►

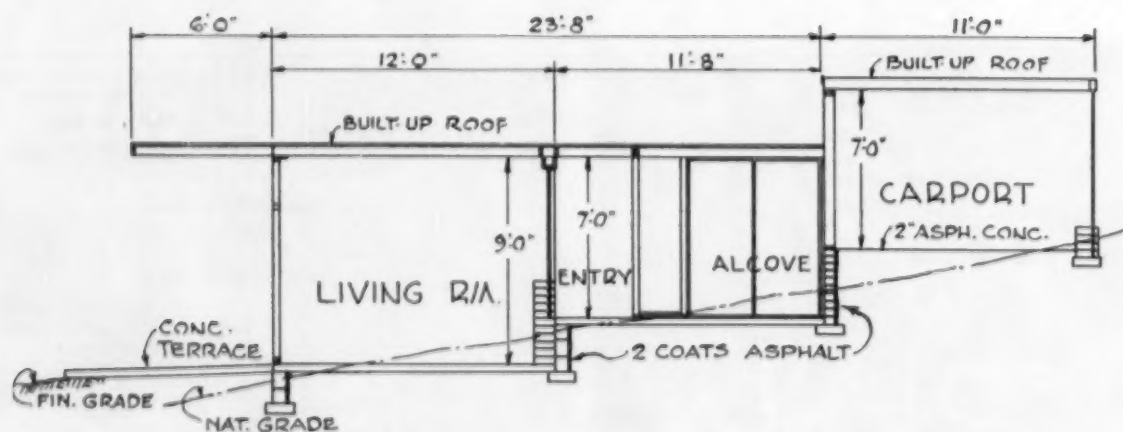
Beach houses

Mountain cabin

Weekend cottage for two

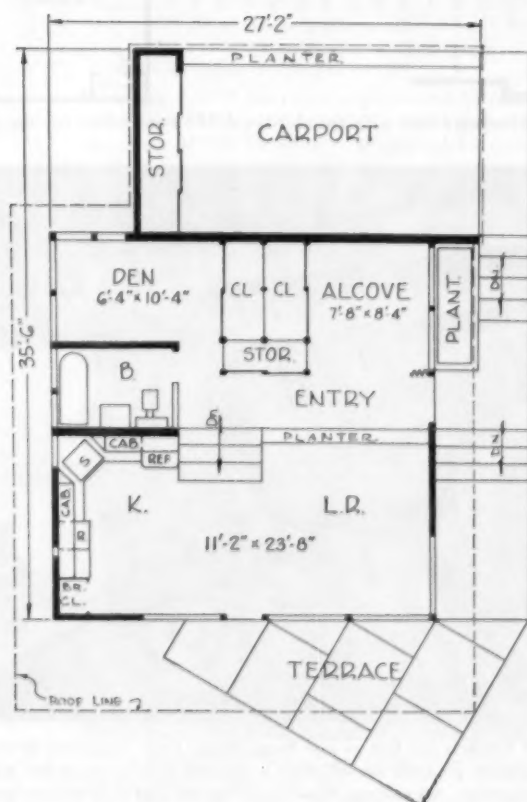


Adaptable beach house



It can step down a slope — or plan would work on level site —►

Set up a series of levels to conform to the slope—garage at high point for easy access to road; living area and terrace at beach level; entrance and the bedrooms at mid-way level



Roof framing members are exposed and create an interesting pattern with the ceiling panels which are finished in a contrasting color



The normal roof height is established at the midway point, giving added height to the living zone. Built-in furniture, racks, bunks and cabinets help conserve space

◀ The plan offers 380 square feet of living area, with an additional 240 square feet for carport and terrace. Designer was J. Merrill Gray of Portuguese Bend, California

Roundup: Vacation Houses



Exterior is faced with a combination of vertical wood siding and concrete blocks left exposed on the interior. Roof is flat except over living zone, where it is pitched slightly

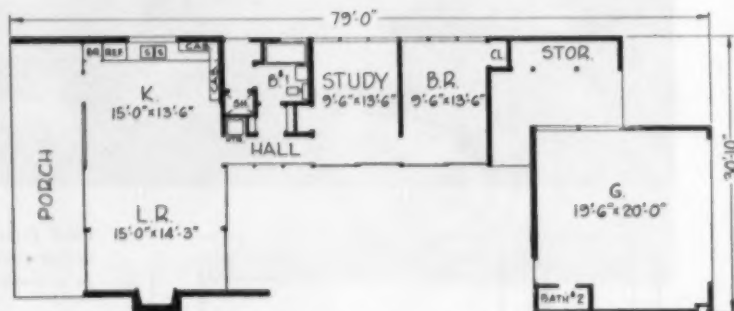
Beach house bids for privacy

No. 1 point is the side court enclosed on three sides by the house itself, with a woven wood fence on the open side at the property line. This court gives secluded outdoor living within the periphery of the house, and the main exposure of the quiet zone within the house is toward this court.

The garage is located for easy access to the road, and the living area faces the beach. The quiet zone is placed between. Windows in bedroom and study, opposite the court side, are of the strip type, set 5-feet 10 inches above the floor for privacy.

Another good point for beach-house planning is the drying room connected with the bathroom, with an outside entrance to accommodate bathers.

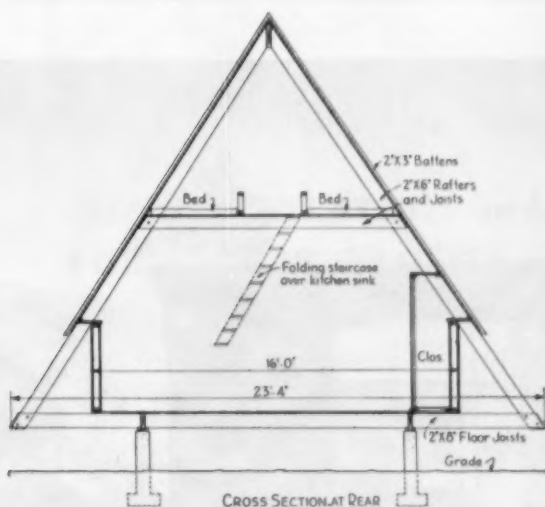
Designer of this house was Milton H. Caughey of Beverly Hills, California. Cost of the house, not including the lot, was \$15,106.



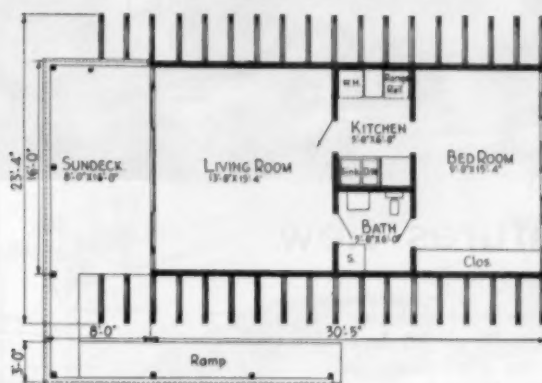
Plan covers 1,224 square feet with an additional 420 square feet for the garage



Living room and kitchen are left as one large room. Only separator is the eating bar, which makes possible an efficient U-shaped arrangement for kitchen cabinets and equipment. All ceilings have wood beams and 2 by 6-inch decking



"Tent" form is economical and sheds the snow



Front portion of the cabin is supported by concrete walls which enclose an area suitable for food and supplies storage. Rest of the building is supported by concrete piers sunk in mountain side



Fixed plate glass placed in steps between rafters open living room to trees and sky



A mountain cabin

Bolting the rafters and joists together to form a triangular silhouette, with a 60-degree roof pitch, is a simplified framing technique that can produce many economies.

With all framing members exposed and considered as a part of the design, it becomes a simple task to apply 1/2-inch thick marine grade plywood sheets over the roof surface. All joints are then covered with continuous 2 by 3-inch wood battens. The plywood is coated with rubberized latex. The knee walls on the two sides and the separating partitions are framed in the usual manner and faced with striated plywood.

Designer was Harald H. zurNieden of South Pasadena, California.



Looking into living room from balcony. Upstairs bunk room is over kitchen, bathroom and bedroom



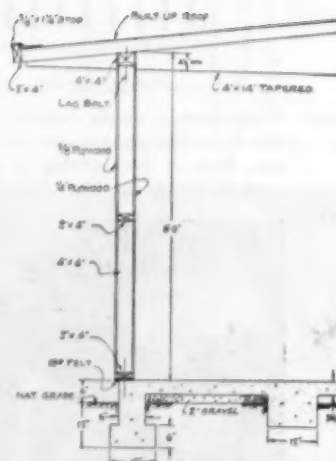
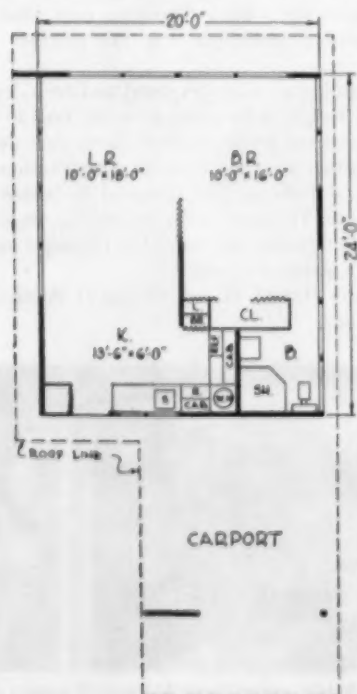
Weekend cottage features view

Although this 480-square foot house isn't much larger than a two-car garage, it has great livability

because of the openness of the interior arrangement. By placing furniture properly, the space is divided comfortably into dining-living and bedroom. Sliding partition down the center also helps.

The floor is a 3½-inch thick concrete slab inlaid with redwood strips. Slab is placed on a 2-inch thick gravel bed. Exterior walls are finished in redwood and exterior striated plywood. Interior finish is ¼-inch plywood. Roof is built up of laminated 2 by 3-inch wood members laid on edge.

Designer was Rodney A. Walker of Los Angeles.



Placing carport and kitchen at entry side of house facilitates unloading of weekend supplies

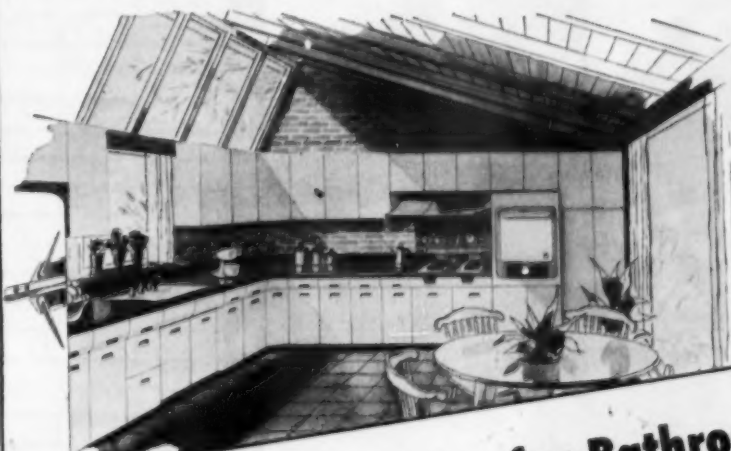
Better Kitchens Mean Faster Sales

CUT INSTALLATION and FINISHING COSTS FOR BIGGER PROFITS

Beauty Queen unitized steel construction speeds installations. Helps you avoid painting and finishing headaches. Skilled labor is released for other important work. These are but a few reasons plus the fact that Beauty Queen styling and color selections put more selling "umph" into any size or type kitchen.

Everything for a complete kitchen including Built-ins

To round out the Beauty Queen line, there are oven cabinets and base cabinets that make surface cooking units a cinch to install. All available in four new pastel colors, pink, yellow, green and sand as well as white.



Kitchen shows Norge appliances, available through Norge and Beauty Queen Distributors.

New Styling and Color for Bathrooms, Too!

While you are putting more colorful sales appeal into the kitchen, don't forget the bathroom. Beauty Queen Lavanettes are complete, easy to install packages. Colors to harmonize with most plumbing fixtures. Add new practical conveniences to the bathroom or extra 1/2 bath.

SIZES
Lavanette
8 COLOR COMBINATIONS



Beauty Queen

Write today

DIVISION TOLEDO DESK & FIXTURE CORP.
BUILDER SERVICE - MAUMEE, OHIO.



*Andersen Casements below transoms of fixed glass.
Fred Wolf, Designer.*

HOW TO ADD SPACE TO THE SMALL LIVING ROOM

WOOD WINDOWS BRING BEAUTY and Andersen WINDOWALLS add a feeling of space to this compact home. In pleasant weather these Andersen Casement Windows flood in sunshine, open wide to capture the breeze. On wet or wintry days they close tight as a barrier against cold and rain . . . for WINDOWALLS are precision-made from beautiful, lasting wood to give weathertight protection and insulation that's so essential especially in air-conditioned homes.

Next homes you build, check the advantages of Andersen WINDOWALLS. You can get full information on double glazings, screens, insulating glass and other features from your lumber and millwork dealer, Sweet's Light Construction File, or write Andersen. WINDOWALLS are sold throughout the United States, including the Pacific Coast.

® TRADEMARK OF ANDERSEN CORPORATION

**Andersen
Windowalls***

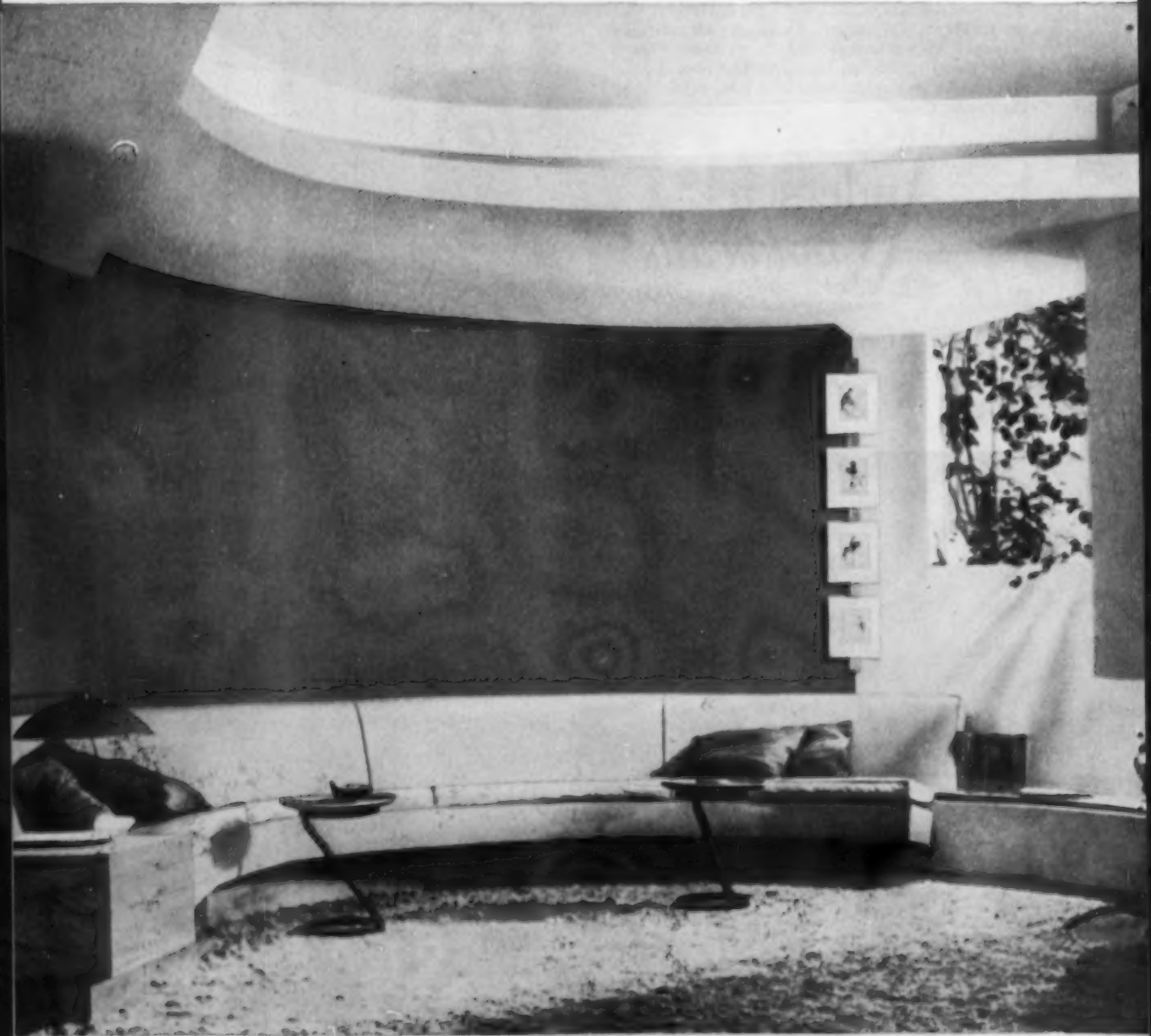
COMPLETE WOOD WINDOW UNITS

Andersen Corporation BAYPORT, MINNESOTA



now...lath and plaster

when you build with the
Three Keys to Stronger Plaster
KEYMESH • KEYCORNER • KEYBEAD



are better than ever!

Every day, builders and contractors are discovering the big advantages of building with plaster reinforced with Keymesh, Keycorner and Keybead.

For example, Keymesh adds 50% greater fire safety to plaster ceilings in frame construction. It triples the fire endurance limit of open web, steel joist construction. And when you fireproof steel beams and columns with Keymesh reinforced plaster, the reduction in the insurance rate soon pays for the fireproofing.

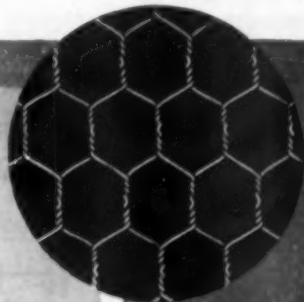
Keycorner economically provides the extra strength

that takes the worry out of trouble spots like corners, wall-ceiling junctures and joints.

Keybead allows exacting work on outside corners where ordinary beads fail. You save time and money.

In addition to these hidden values, the Three Keys help make plaster even more beautiful, more easily adapted to any design requirement.

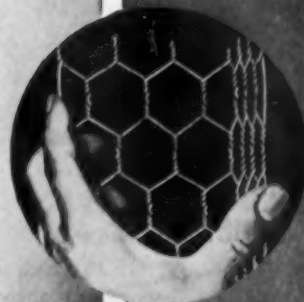
For far better construction that costs very little, ask your plastering contractor to figure your jobs with the Three Keys to Stronger Plaster.



KEYMESH

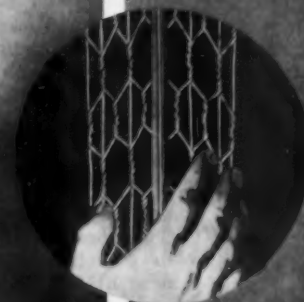
Tests prove that Keymesh-type Galvanized reinforcing lath increases fire safety of plaster ceilings a minimum of fifty percent . . . in some cases many, many times more. Since this is true by actual fire tests*, imagine the extra strength that a Keymesh ceiling or wall has against ordinary, day-to-day stress and strain. The hex mesh is a network of reinforcement. Plaster completely embeds the steel wires to make a solid, reinforced ceiling or wall. Keymesh stops plaster cracks before they start. It makes lath and plaster better than ever.

*Building Materials and Structures Report 141 National Bureau of Standards.



KEYCORNER

Keycorner is the only Galvanized strip lath preformed to fit corners, joints and wall-ceiling junctures. Just flex it—it bends to corner shape. It goes up quickly, easily. And what reinforcement! Corners and joints are no longer trouble spots when you build with Keycorner. It knits the plaster into a single, solid unit, reinforced at points of most strain. And it costs so little for this protection, this extra life for your plaster job. Keycorner pays big dividends in client satisfaction. See that it is used when you build with plaster. It makes lath and plaster better than ever.



KEYBEAD

New Keybead Galvanized lath makes possible exacting plaster work where ordinary corner bead fails. Keybead is straight, end to end. No waste. It's easy to true up. And Keybead makes a solid plaster corner! Plaster is easily troweled through open mesh flanges to fill corner and completely embed every reinforcing wire. Twenty-three gauge Galvanized steel nose—no other regular corner bead provides such protection against shock. Keybead is also available with solid zinc nose for use in highly corrosive atmospheres. Ask for Key Z Bead.

3 KEYS TO
STRONGER PLASTER

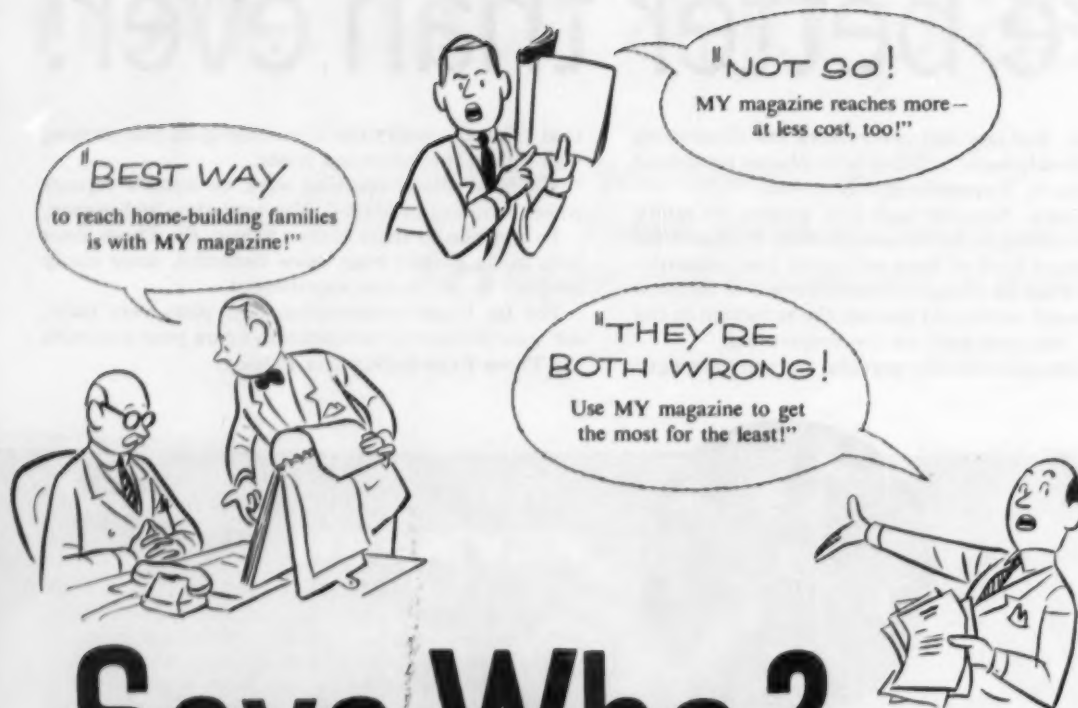


KEYSTONE STEEL & WIRE COMPANY

Peoria 7, Illinois

KEYMESH • KEYCORNER • KEYBEAD • KEYSTONE NAILS
KEYSTONE TIE WIRE • KEYSTONE WELDED WIRE FABRIC
KEYSTONE NON-CRAWLABLE AND ORNAMENTAL FENCE

Blaine Drake, architect



Says Who?

asks Better Homes & Gardens

What are the facts about magazine influence with the home-building families of America?

If you spend money in magazine advertising—as you should—to reach the home-building families of America, you want the maximum return on your investment.

And you'll agree, we feel sure, that the power to produce, of *any* magazine, with these families depends not only on *how many* it reaches, but also on the *influence* it has with them.

So, when you hear or read statements about the influence of a magazine with home-building families, better ask, "Says *who*? What are the facts and figures behind these claims?"

Now you would naturally conclude that Better Homes and Gardens—by its very title and its 4,000,000 ABC circulation—must reach a whale of a lot of home-building families.

But how many—and at what cost—compared to other magazines?

What do the figures show?

On the following pages, we give you the

figures of a mail survey conducted by the F. W. Dodge Corporation, the universally accepted authority on statistics of the building trades. The survey was made among families building new homes for their own occupancy—homes costing over \$8,000.

The national sample was large enough, and distributed so as to leave no doubt as to its accuracy and validity. The F. W. Dodge Corporation surveyed 1,000 home-building families in the 37 Eastern States—and 293 in the 11 Western States, using sample developed by Bee Angell & Associates.

The returns were 82%—well above the minimum generally regarded as sufficient to insure validity.

This 1954 survey was the sixth successive time that Better Homes and Gardens came up on top. The other surveys were conducted in 1938, 1940, 1941, 1946, and 1948, all by F. W. Dodge in the 37 eastern states.

The charts which follow are extremely

important to anyone wishing to reach families building new homes. They show not only which magazines are *read*—but also which magazine would be *preferred* by both husband and wife IF IT WERE THE ONLY ONE AVAILABLE DURING THE PERIOD OF PLANNING AND BUILDING THEIR NEW HOME!

How much more money must you spend for just a little more coverage?

You should also study the duplication figures. See how completely BH&G covers your home-building market; how alone BH&G can carry the entire advertising load in the most effective way and with the most *efficient* expenditure of advertising dollars. Then ask yourself the question, "Can I afford the high cost for the little additional coverage I can buy after I use BH&G?"

The answer becomes inescapable—Better Homes and Gardens is far-and-away the one magazine you need to reach and influence the new home-building families of America!

AMERICAN BUILDER

MAGAZINE READERSHIP

Since 1938, **BETTER HOMES & GARDENS**
has been read most among all families
building new homes!†

QUESTION: "Which of the following magazines are read regularly—
every issue—in your home?"

RANKING OF MAGAZINES (Per 100 New Home Builders)

July, 1938	March, 1940	February, 1941	December, 1946	October, 1948	November, 1954
BH&G.....58	BH&G.....61	BH&G.....68	BH&G.....66	BH&G.....68	BH&G.....66
GH.....53	GH.....49	Life.....51	Life.....56	Life.....54	Life.....44
AH.....45	AH.....48	GH.....47	GH.....38	GH.....36	GH.....32
Life.....38	Life.....48	AH.....46	AH.....37	LHJ.....35	AH.....29
LHJ.....38	LHJ.....40	LHJ.....40	LHJ.....36	AH.....34	LHJ.....29
SEP.....38	WHC.....38	WHC.....38	SEP.....34	SEP.....33	SEP.....28
WHC.....37	McC.....37	SEP.....34	WHC.....32	WHC.....29	HB.....25
McC.....36	Coll.....33	McC.....33	Time.....29	HB.....27	WHC.....24
Coll.....31	SEP.....32	Coll.....30	Coll.....26	Time.....26	McC.....23
Time.....29	AM.....26	H&G.....26	McC.....26	McC.....26	Look.....22
AM.....27	Cosm.....26	Time.....25	HB.....22	Coll.....21	H&G.....19
Cosm.....26	Time.....25	AM.....25	H&G.....20	H&G.....20	Time.....18
Pic. R.....26	H&G.....24	HB.....23	AM.....17	AM.....15	Coll.....16
H&G.....25	HB.....21	Cosm.....20	Cosm.....16	Cosm.....11	Parents'.....12
HB.....21	RB.....15	RB.....13	RB.....10	RB.....9	Living.....10
RB.....14					Sunset.....9
Percentage Base (No. of Replies)	2,286	1,395	1,479	1,078	1,000
Total Question- naires Mailed	10,000	5,000	5,023	4,558	4,987
Homes Costing Over	\$4,000	\$4,000	\$4,000	\$6,000	\$6,000
					\$8,000

See how—every Survey—
Better Homes and Gardens leads all
magazines! And, even more important,
note how BH&G has the biggest lead
of all in this latest 1954 survey.

Notice how the relative posi-
tions of other magazines rise and fall—
how their percentages fluctuate so widely
—but how small are BH&G fluctu-
ations—how BH&G is *always* on top.

Almost 7 out of 10
families building
new homes read
Better Homes & Gardens
regularly!

CONTINUED
NEXT PAGE



†For their own occupancy

MAY 1955

MAGAZINE PREFERENCE

Since 1938, **BETTER HOMES & GARDENS** has been preferred most among all families building new homes![†]

QUESTION: "If only one of the magazines were available to you during the period of planning and building your new home, which would you, as husband and wife, select?"

RANKING OF MAGAZINES (Per 100 New Home Builders)

RANKING OF MAGAZINES (Per 100 New Home Builders)

July, 1938	March, 1940	February, 1941	December, 1946	October, 1948	November, 1954	
BH&G.....35	BH&G.....41	BH&G.....48	BH&G.....53	BH&G.....56	BH&G.....58	
AH.....24	AH.....23	AH.....19	AH.....11	HB.....11	HB.....12	
GH.....13	HB.....10	H&G.....10	HB.....10	AH.....10	AH.....11	
HB.....11	GH.....10	HB.....9	GH.....8	GH.....5	Living.....4	
H&G.....10	H&G.....9	GH.....7	Life.....4	H&G.....5	H&G.....4	
Time.....2	Time.....2	Life.....2	H&G.....4	Life.....2	GH.....3	
McC.....2	WHC.....1	Time.....1	LHJ.....2	LHJ.....2	Sunset.....2	
LHJ.....1	Life.....1	LHJ.....1	Time.....2	Time.....2	Life.....2	
AM.....1	LHJ.....1	SEP.....1	SEP.....2	SEP.....2	LHJ.....1	
WHC.....1	AM.....1	McC.....1	WHC.....1	WHC.....1	WHC.....1	
Life.....1	SEP.....1	WHC.....*	Coll.....1	McC.....1	SEP.....1	
SEP.....1	McC.....*	AM.....*	McC.....1	AM.....1	Coll.....*	
Coll.....*	Cosm.....*	Coll.....*	AM.....1	Cosm.....1	McC.....*	
Cosm.....*	Coll.....*	Cosm.....*	Cosm.....*	Coll.....*	Parents'.....*	
RB.....*	RB.....-	RB.....*	RB.....*	RB.....*	Time.....*	
Pic. R.....*					Look.....*	
Percentage Base (No. of Replies)	2,040	1,328	1,394	1,024	1,000	1,003
Total Questionnaires Mailed	10,000	5,000*	5,023	4,558	4,987	1,293
Homes Costing Over	\$4,000	\$4,000	\$4,000	\$6,000	\$6,000	\$8,000

*Less than 0.5 percent.

Here is the really *big* pay-off! Because here is where sales are born—the actual period of planning and building the new home.

Notice that BH&G has a bigger lead over the next magazine than in *any* year the survey was conducted. Notice that BH&G is rated almost *five times* more important than the next magazine.

[†]For their own occupancy.

With almost 6 out of 10, **BH&G** has more families in this category than all 15 other magazines combined!

The duplication chart shows that BH&G covers 66% of your new home-building market—and that the most you can add is 13% unduplicated coverage at a cost of up to \$20,000—not far from double the cost of BH&G alone!

Better Homes & Gardens
advertisers are *invited guests*
in more than 4,000,000 homes!

MEREDITH PUBLISHING COMPANY, Des Moines, Iowa
MAY—1955



MAGAZINE COVERAGE AMONG FAMILIES BUILDING NEW HOMES

Families reached by other magazines when used with Better Homes & Gardens

PAGE RATES*

Magazine	Total Coverage of BH&G	Unduplicated Coverage of each Other Magazine When Added to BH&G	Total Coverage of BH&G plus Unduplicated Coverage of each Other Magazine	Black and White Page Rate of BH&G plus rate of each other magazine when added to BH&G*	Black and White Page Rate* for each individual magazine
BETTER HOMES & GARDENS	66		66%	\$12,800	\$12,800
Duplicated by BH&G					
LIFE	31	13	79	33,150	20,350
GOOD HOUSEKEEPING	24	8	74	23,050	10,250
AMERICAN HOME	20	9	73	22,670	9,870
LADIES' HOME JOURNAL	20	9	73	27,400	14,600
SATURDAY EVENING POST	20	8	74	29,600	16,800
HOUSE BEAUTIFUL	20	5	71	16,550	3,750
WOMAN'S HOME COMPANION	16	8	74	25,680	12,880
Mc CALL'S	16	7	73	26,590	13,790
LOOK	16	6	72	26,880	14,080
HOUSE & GARDEN	16	3	69	15,750	2,950
TIME	12	6	72	21,845	9,045
COLLIER'S	10	6	72	25,500	12,700
PARENTS'	8	4	70	19,390	6,590
LIVING FOR YOUNG HOMEMAKERS	8	2	68	16,050	3,250
SUNSET	6	3	69	15,400	2,600

Better Homes & Gardens alone reaches 66 percent of the families building new homes.

The addition of any other magazine will add from 2 percent to 13 percent unduplicated home-building families, at very high cost per family added.

Percentages are based on the 1,002 who replied to the question.

*Rates currently in effect as of February 8, 1955.

SOURCE: Standard Rate & Data, January 27, 1955.



FLEXIBLE PLANNING with built-ins is shown in this kitchen with walls and partitions set at angles to divide the 20 x 11 foot space. Dining area at left has louvered

screen concealing refrigerator. Built-in oven at right

AGA kitchen with Caloric range, Republic cabinets, Whirlpool washer and dryer, Caloric incinerator, Kitchen Aid dishwasher, Roud water heater.

Built-ins are changing the future of your kitchens...



Western-Holly Appliance Company

RUSTIC DESIGN is a popular trend. Note how built-ins make possible new arrangement of equipment.

Here is what to expect

- More built-in ranges, refrigerators, laundry equipment, even in lowest price range
- More flexibility in kitchen plan, design and height of equipment
- "Packaged" kitchens including all cabinets, hoods, storage and equipment from one source
- More peninsula, island and open-type plans



NEW WALL-HUNG refrigerator-freezer (left) is 17½ inches deep, has 10 cu. ft. capacity. "Kitchen Center" unit (right) has washer-dryer, sink, dishwasher and



General Electric range all built under 8½-foot steel top. Both come in mix-or-match colors

Revolution is the only word that accurately describes what is happening to built-in kitchen appliances. And the fast-moving changes today are drastically affecting the plans of your kitchen for tomorrow and next year.

The latest development, the wall-hung horizontal refrigerator and freezer, suggests a whole new approach to kitchen design. With it goes building-in of practically every major appliance in kitchen and laundry. The package or integrated kitchen is an almost inevitable result, with all appliances, hoods, storage and laundry equipment brought together as one working unit. Builders will thus get efficient, well-planned kitchens plus matching and contrasting colors and better coordination of all parts.

Both gas and electric appliances have joined in the parade. Kitchen cabinet manufacturers are working overtime to adapt new cabinet lines to the new built-ins.

The new kitchens will be more flexible, easy to work in. Peninsula, island and open-type plans will be more common. Owners will be able to have appliances adjusted to the height they want.

Merchandising-wise, the revolution in appliances is a triple-A boon to home sales. The new kitchens are the strongest selling feature builders have. And the shift by appliance manufacturers shows that today they consider the builder the top leader not only in merchandising but also in setting style and sales trends.

Continued Next Page

TAVERN KITCHEN sets rustic note, using two copper-toned built-in ovens. Drop-in unit is set in tile work counter

Chambers



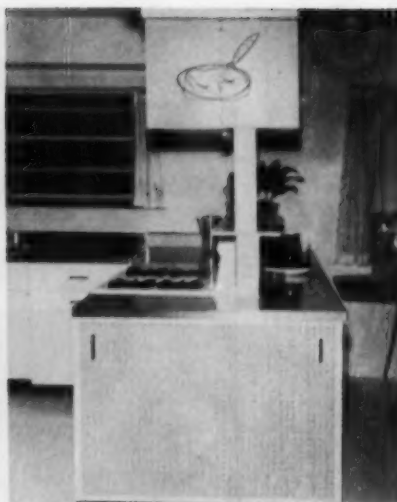
Fold-away cooking unit (or counter) is feature of this newest type of built-in kitchen





Hotpoint

REFRIGERATORS are being built into paneled wall areas.



Tracy Kitchen

PENINSULA PLAN puts cooking unit against divider wall—one of the new ideas



Tappan

RIGHT HEIGHT for each customer is now possible in built-in ovens of this type

New kitchen ideas — con't

From all over the country come reports of the power of the new kitchen built-ins to sell houses. New floor plans, new colors, new and striking designs have caught the imagination of the American home-buyer. A far-reaching re-design movement is now taking place to bring cabinets, appliances and other items together in new and more salable units. Built-ins are the spark that have set off an explosive change in kitchen design. The following list suggests how wide is the range of choice for builders:

- Built-in refrigerator, vertical type ☐
- Built-in refrigerator, wall-hung type ☐
- Built-in deep freezer, under-counter type ☐
- Built-in water heater, under-counter type ☐
- Built-in ventilating fan ☐
- Built-in surface cooking units ☐
- Built-in oven, matching colors ☐
- Built-in dishwasher, under-counter type ☐
- Built-in clothes washer ☐
- Built-in cabinets in matching and contrasting colors ☐
- Built-in storage units ☐
- Built-in seats and tables ☐
- Built-in garbage disposer ☐
- Built-in incinerator ☐
- Built-in clothes dryer ☐
- Built-in ceiling illumination ☐
- Built-in heating unit, under-counter type ☐
- Built-in radio and speaker ☐
- Built-in pass-through to dining room ☐
- Built-in dishwasher-sink combination ☐



Aeco

COPPER TONE is popular in L-shaped kitchen with matching units built in and styled to work together



Westinghouse

PENINSULA SURFACE unit acts as divider between areas. Oven unit is extra wide



Kitchen equipment worth \$1,830 at retail is included in this \$14,445 ranch model. It more than pays its way in sales

Merchandising the new appliances

"Super kitchen" in a \$14,445 house

Denis L. Lynch has been featuring this "super kitchen" in his Park View homes at Garden Grove, California. Designed and copyrighted by Cliff May, they have many good sales features. The integrated kitchen designed by California Kitchens, Incorporated, tops the list, says Lynch. Copper-toned range, hood, refrigerator and freezer harmonize with the natural Ponderosa pine cabinets. The 1,220 sq. ft. model house shown here sells for \$14,445 with all the built-in kitchen equipment included. Lynch has sold his first tract of 35 and is now starting a second.

EQUIPMENT IN CLIFF MAY HOUSE INCLUDES:

- American shower door
- Biltwell cabinets
- Chambers built-in oven & range
- Formica sink top
- Minneapolis Honeywell controls
- Revco refrigerator-freezer
- Rheem water heater
- Sequoia gas furnace
- Stanthony ventilating hood
- Universal Rundle fixtures
- Westinghouse garbage disposer



6—cost saving remodeling ideas

Here are clever, economical solutions to common problems which arise in residential remodeling. They are the result of ingenuity and good sense applied by the John R. Worthman organization of Fort Wayne, Indiana, in fixing up trade-in houses for re-sale



New closet from living room side



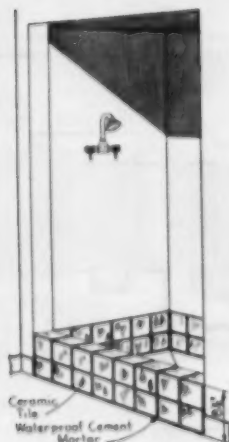
New closet from bedroom side

1—Closing up an opening between two rooms

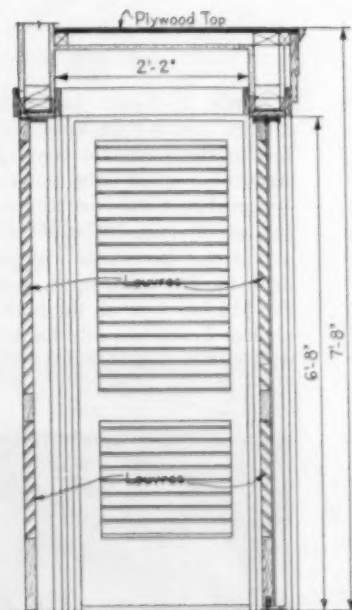
Suppose you want to make a bedroom out of a former dining room. Here's how to create a closet out of the former opening between this room and the living room. No major structural changes are involved. Costs are low and the result is not

only handsome but functional. The new closet can serve both the bedroom and as guest closet from the living room side. Also, the installation can be removed easily, if that should become desirable at some future time.

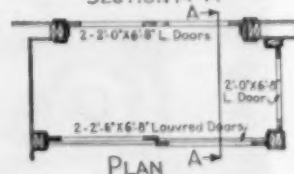
2—Getting a tub where only a shower grew before



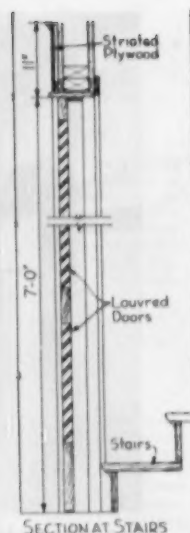
Tearing out bathrooms to accommodate new facilities is a costly process. One simple and practical way to give a shower stall the convenience of tub bathing is to build up the sill of the stall entry with two courses of tile, to a height of 8½ inches. When the shower drain is closed with an ordinary rubber stopper, the shower receptacle can be used as a tub.



SECTION A-A

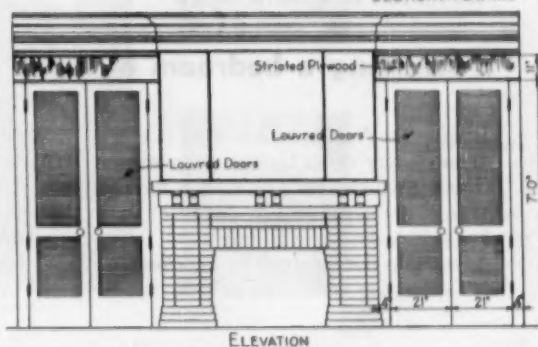


PLAN A



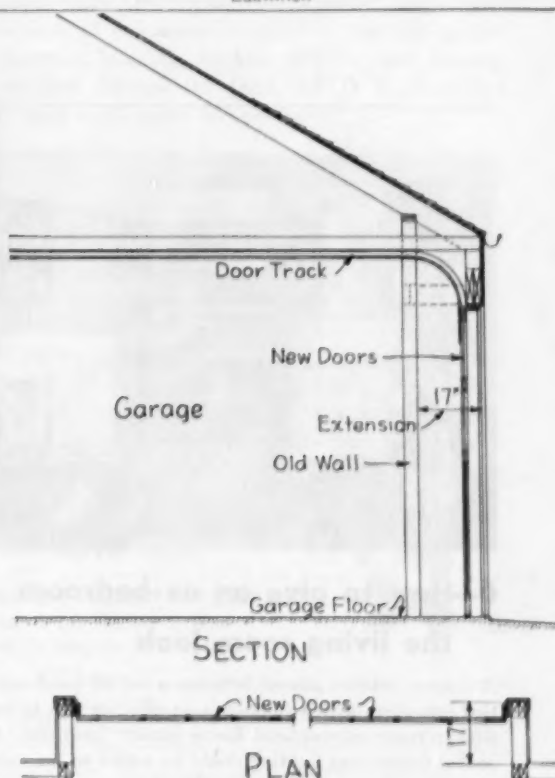
3—Screening old-fashioned openings

Originally, this living room fireplace was flanked by twin arched openings. The one at the left led into the stairway to the second floor; the one at right was filled in with a bookcase with niche above. In converting the house to two apartments, one upstairs and one down, the first floor no longer needed a direct stairway to the second floor. So louvered doors were used to finish off the two openings and were integrated with the re-painted fireplace into a handsome wall arrangement. The decorative frame for the doors was applied directly to the plaster. No structural changes were made. Both openings now can be adapted for closet or storage purposes.



4—If garage isn't deep enough...

Old-fashioned garages on narrow alleys often won't accommodate the maneuvering of modern cars. This one wouldn't. Also, its set of sliding doors, with post in center of opening space, stole 9 inches in width potential. Extra length was obtained by building out an extension under the roof overhang. The needed width of opening for maneuverability was achieved by the use of upward-acting doors.





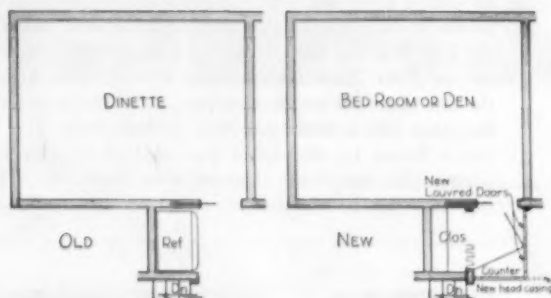
New entrance to ex-dinette, outside



New entrance and closet

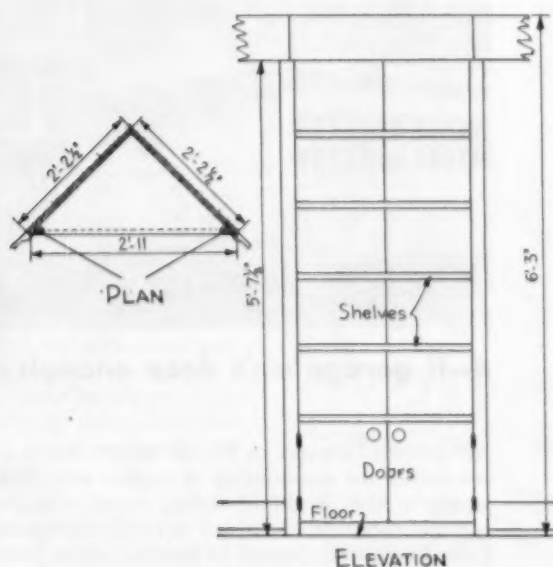
5—Making a bedroom out of a dinette

Usually the No. 1 problem here is to find the space for the necessary closet for the revamped room. Maybe this closet space can be stolen from the adjoining kitchen. This example shows how it can be done. A new entry for the ex-dinette was fashioned from three louvered doors. This not only gained the closet space but allowed for a dressing table nook as well.

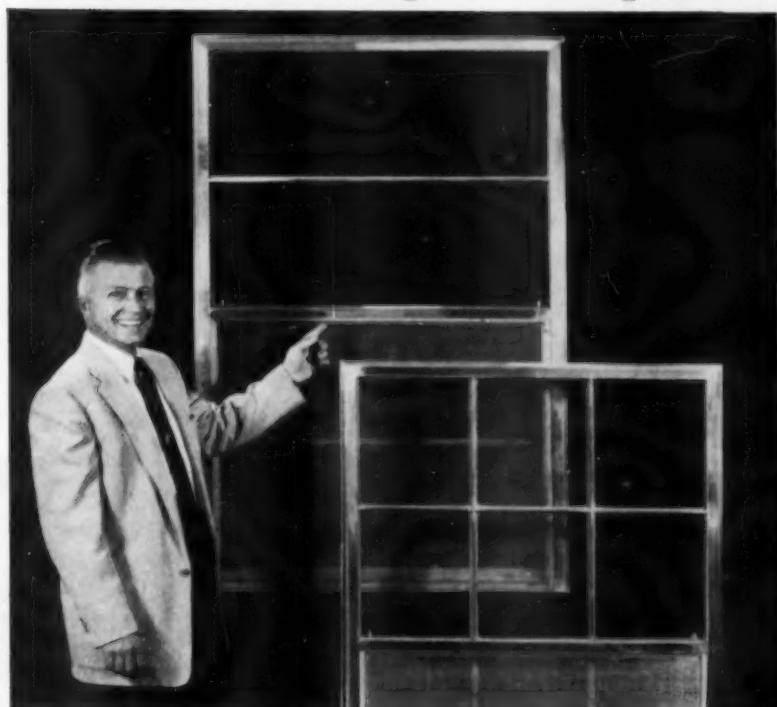


6—How to give an ex-bedroom the living room look

A corner cabinet placed between a set of windows and tied into them with a valance is an effective way to create sitting room atmosphere for a former bedroom. Concealed fluorescent lighting could be added to the valance structure, if you wanted to go that far.



How **apco** America's Finest Aluminum Window... reduces building costs...speeds new home sales!



**SUCCESSFUL BUILDERS HAVE USED
OVER 1,000,000 **apco** WINDOWS
TO SELL HOMES FASTER!**

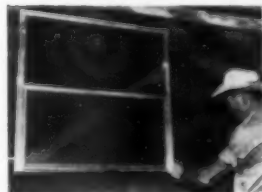
Beautiful APCO design and smooth operating performance impress prospective home buyers... make homes easier to sell. APCO adds style and grace that makes windows a strong selling feature rather than a construction detail.

*Completely Assembled Unit... Ready to Nail
Into Opening... Reduces Building Costs!*



APCO Window arrives completely glazed, screened, weather-stripped, with installation hardware attached.

APCO Window can be handled easily by one carpenter. Needs no adjusting, no fitting.



Easily installed in a matter of minutes, APCO Window gives lifetime, trouble-free operation.



PULLMAN SPRING TAPE BALANCES of stainless steel are concealed within jambs. Offer silent, trouble-free service... assure easy, finger tip operation.



TWIN LOCKS assure maximum protection. Made of sturdy aluminum alloy, they are placed at extreme sides of meeting rail. Do not obstruct vision.



BUILT-IN WEATHER-STRIPPING of aluminum-backed woven wool pile makes APCO Windows weathertight... dust-free... draft-free. Eliminates binding and sticking.

The single-hung APCO Aluminum Window is engineered to reduce costs of new home construction, remodeling and light commercial building. Because APCO's fixed meeting rail is tenoned through the jamb, APCO Windows are stronger, more rigid, easier to operate.

You insure structural beauty and lifetime customer satisfaction when you use APCO. Single-hung and picture window units available in all popular sizes. See Sweet's Light Construction File 5a/ALM for complete details and specifications.

Special offer to dealers and distributors!

All over America dealers and distributors are selling APCO Windows with the help of APCO's strong national advertising program. Over 1,000,000 selling messages in HOUSE & HOME, PRACTICAL BUILDER and AMERICAN BUILDER, plus direct mail, pre-sell your window customers, make greater profits for you. Inquire about the APCO franchise in your area. Mail coupon today.

Get the **apco** story!

ALUMINUM PRODUCTS COMPANY

1901 Franklin Ave., Houston 2, Texas
Rush me the complete APCO story.



(AB-1)

I am a: ☐ Builder ☐ Distributor ☐ Dealer ☐ Architect

COMPANY

ADDRESS

CITY STATE

BY

HOME BUILDERS WELCOME



You've Never Seen Siding Like This!

MASONITE SHADOWVENT SIDING

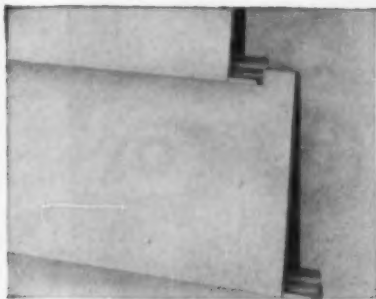
New in design • New in application • New in profit possibilities!

- Here's a siding with Primecote...a strong, smooth film equal to several coats of hand-applied primer...perfect base for long-lasting finish coat.
- Here's a siding with no visible nails...the new patented aluminum shadow strip takes the nails, holds the panels securely. And the strip is vented...puts an end to moisture and condensation problems in any weather.
- Here's a siding with all the familiar advantages of Masonite Tempered Presdwood®, that tough, grainless hardboard panel that's so popular everywhere.
- Saves over 1/2 the application time of conventional siding. Nailing is easier, faster. Even the new-type metal corners go on in a jiffy. And with *no* priming needed, you cut painting costs.

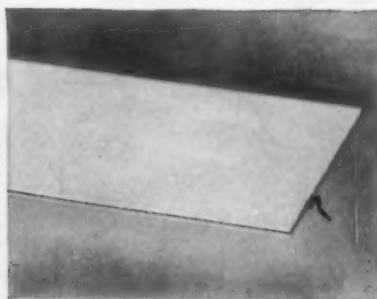
You can be proud of the homes you build with Shadowvent Siding. Every home owner will be proud of the clean lines it creates, its durable protection and low maintenance costs. See your lumber dealer or write for complete information to Masonite Corporation, Dept. AB-5, Box 777, Chicago 90, Ill.

Not immediately available west of the Rockies.

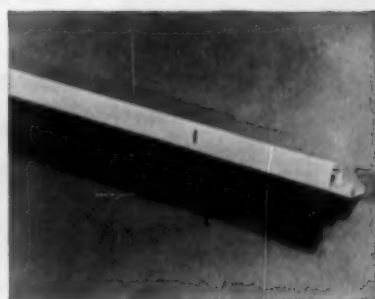
NEW WAY TO APPLY LAP SIDING



Scientifically designed aluminum strips create eye-pleasing deep shadows, hold panels in perfect alignment—permanently.



Precision-cut groove fits onto metal strip, forms weather-lock joint, gives clean edges and straight courses without dips or waves.



See that vent? It lets the walls "breathe." With balanced moisture conditions, panels are "quiet," paint stays "new looking" longer.



A hack saw will do it! New aluminum shadow strip is readily cut into desired lengths. Eliminates need for wedges and backing strips.



Strong, dense, tempered hardboard panels are easily cut and fitted with carpenter tools. Knotless, grainless. No dimensional loss.



No visible nails. Aluminum shadow strip nailed onto wall eliminates countersinking, puttying, bleed-through, working out of nails.



It's easy to apply. Precision-cut panels quickly fitted into place and next strip nailed on. You're ready for the finish coat of paint.



There's no problem with new interlocking corner caps of bonderized metal. Slip easily into place. Beautifully straight weatherproof corners.



Takes a beautiful finish coat... smoothly and swiftly! Vents and natural stability of panel reduce peeling, checking, crazing.



Choose this Man—He Makes the Difference

MASONITE SHADOWVENT SIDING

TEMPERED PRESWOOD PANELS FROM MASONITE® CORPORATION

Not immediately available west of the Rockies



THIS BRAND NAME ON LUMBER ALSO BRINGS YOU

A WIDE VARIETY OF *West Coast Hemlock Products*



A LIVING ROOM paneled

WITH West Coast Hemlock SIDING

Because Hemlock is so beautiful, the owner and builder of this modern home selected Hemlock siding for the interior. Its light, warm color mellows with age. Its straight grain and fine, even texture are pleasing to the eye. These characteristics, plus light weight, stiffness, and high nail-holding power, make Weyerhaeuser 4-Square West Coast Hemlock ideal for a wide range of uses. Freedom from pitch, loose knots, and splinters adds to its workability. Natural finishes or paints go on beautifully, and hold very well.

That's why this species often is called the "Ability Wood." For framing and sheathing, siding, molding, flooring, paneling, and scores of other uses, West Coast Hemlock has few equals.

Many builders are using versatile Weyerhaeuser 4-Square West Coast Hemlock. It will pay you to discuss Hemlock with your Weyerhaeuser 4-Square Lumber Dealer — or write for descriptive literature.



Weyerhaeuser Sales Company

★ ★ ★

ST. PAUL 1, MINNESOTA

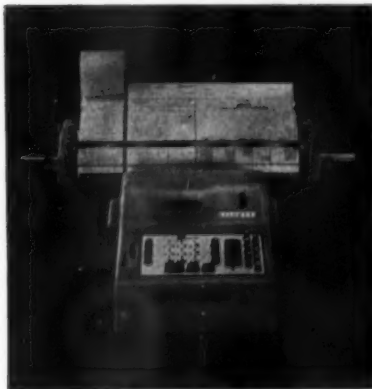
to builders and building suppliers:



The Olivetti Printing Calculator cuts overhead costs by making all figure-work quick, easy, and automatic. The printed tape record can be quickly verified for accurate entry; attached to invoices, pay-rolls, lumber tallies and other papers; filed; shown to suppliers and customers. Multiplication and division are completely and uniquely automatic. Costs less than, but does the work of, 2 separate machines: a calculator and a fast 10-key adding machine with direct subtraction.



these calculators can help cut your overhead



The Olivetti Automatic Carriage Printing Calculator provides mechanized bookkeeping. It automatically calculates, and prints desired figures on record-forms, automatically moving to the proper columns. It can perform 21 separate operations automatically, in desired sequence; the sequence can be quickly changed. Its platen splits to take a 3-inch tape; it then operates exactly like the Olivetti Printing Calculator (above).

olivetti

The Olivetti Printing Calculator, proved thoroughly dependable in 7 years of commercial use, has a lower cost maintenance contract than any comparable machine. More than 20,000 are on the job in the United States today. They are sold and serviced by 450 Olivetti dealers in every state of the Union, and by Olivetti branch offices; immediate delivery. No spare part is ever more than 24 hours away from any Olivetti dealer. Some of America's great corporations have specified "Olivetti". Why don't you investigate work-saving Olivetti machines? Send the coupon.



OLIVETTI CORPORATION OF AMERICA
Dept. DN
580 Fifth Avenue
New York 36, New York

Gentlemen: I'd like to know more about the Olivetti Printing Calculator (), the Olivetti Automatic Carriage Printing Calculator (), and how they can help cut my overhead. Without obligating me in any way, please let me have this information as soon as possible.

Name.....
Title.....
Company.....
Street.....
City..... State.....



high in style . . . low in cost

BRUCE
Fireside

Plank Floor

NEW

high in style . . .
low in cost

BRUCE *Fireside* PLANK FLOOR

with the exciting new Midnight Finish

A distinctive random-width oak floor at low cost

Here's a new idea in floors . . . a floor that will give any home added style and beauty without extra expense. Bruce Fireside Plank Floor has all the well-known advantages of solid oak, *plus* these winning features:

Stylish Midnight Finish

The mellow, dark intensity of this entirely new finish is smart, interesting, appealing. Factory-applied by the Bruce "Scratch Test" method, it's baked in for long life and easy care.

Alternate widths, wide bevels

Bruce Fireside Plank has the charm of an expensive random-width plank floor. Alternating 2½" and 3½" strips form an attractive pattern that is accentuated by the shadow lines of wide, yet shallow, side bevels.

Low installed cost

Because it's completely finished at the factory, Bruce Fireside Plank costs no more installed than a comparable grade of plain strip flooring. There are no on-the-job finishing costs and builders save 3 to 5 days' working time per house.

Leading Architects and Decorators praise Bruce Fireside Plank Floor



"It is a floor that has character! It can be used without reservation for any flooring need, not only because of its natural beauty but also its modest price."

*Eugene Volta, A.I.A.
Chicago*



"The new dark finish of Fireside Plank Floor is particularly appealing to me, and I am certain it will be welcomed by architects and decorators throughout the country."

*Pipsan Saarinen Swanson, A.I.D.
Bloomfield Hills, Michigan*



"The alternate width of the boards, with the beveling, produces an overall texture that provides a perfect background for any furniture styling and any color."

*James P. Erdman, A.I.D.
Grand Rapids Furniture Guild*



"I am particularly pleased with the new dark finish, as it most certainly adds to the appearance, and the beveled effect makes it very distinguished in character."

*Angus McSweeney, A.I.A.
San Francisco*



**Bruce Fireside Plank Floor gives homes extra floor appeal
at no extra cost. Write for literature.**

E. L. BRUCE CO., MEMPHIS 1, TENN. World's largest maker of hardwood floors

Shown here actual size
is our opening ad in
Reader's Digest.
It appears in the May
issue, now on sale.



Another National Homes FIRST!

**America's
Leading Magazine
Lends
Tremendous Impact
to
NATIONAL HOMES'
PRE-SELLING
PROGRAM**



112



Advertisement

Homes Unlimited

BY JAMES R. PRICE

President, National Homes Corporation

SUPPOSE homes cost far less money. Suppose every family in the nation could afford a home. Suppose no young families had to double up with friends and relatives.

Well, that day is coming. It is coming because of the growing use of factory methods in home building. Assembly-line techniques—which produced better automobiles, refrigerators, and thousands of other products for less money—are today producing better homes for less money. The old, slow, costly, hand methods of conventional building—working on the site, under all kinds of weather conditions—are being more and more replaced by the better, faster, more efficient quality-controlled method of modern U. S. manufacturing.

This better method is not new. Doors have been factory-made and shipped to building sites for many years. So have windows. So have cabinets and all kinds of mill trim. Lumber itself is shaped in the mill and shipped to the site ready for building. But today whole walls, roofs and partitions are being assembled in the factory before being shipped by

One company, National Homes, produced better than one in every 48 of the single-family non-farm homes built in America in 1954.

fast trailer or train to the waiting builder. As a result, he can erect an entire house in a day and complete it in a week or two, if necessary.

There are many other advantages. For example, it offers home owners and, therefore, the communities where they build, the advantages of homes designed by nationally-known architects and color-styled by experts.

This is the inevitable home building method of the future. One company alone—National Homes—using this better, more economical manufacturing technique, has produced and sold nearly 75,000 houses.

If you would like further information on this significant building trend, simply write to National Homes Corporation, Box RD, Lafayette, Indiana.

● The greatest promotional scoop in years! National Homes full-color advertising is now running in *Reader's Digest*, most widely read magazine in the world! Over 10 million families—the cream of home-buying prospects—will see these sparkling, persuasive messages. And be more pre-sold than ever on National homes!

This is in addition to our already huge campaign in *Life*, *Better Homes & Gardens*, *Saturday Evening Post* and 16 other power-packed publica-

tions—all aimed at making it easy for National Homes dealers to keep on building one out of every 48 homes in America today!

National Homes builder-dealers also benefit from expert help in land acquisition, site planning, financing, sales . . . as well as being able to offer today's outstanding home designs—tops in quality and value. Go NATIONAL and go places! Write for the franchise facts! NATIONAL HOMES CORPORATION, Lafayette, Ind.

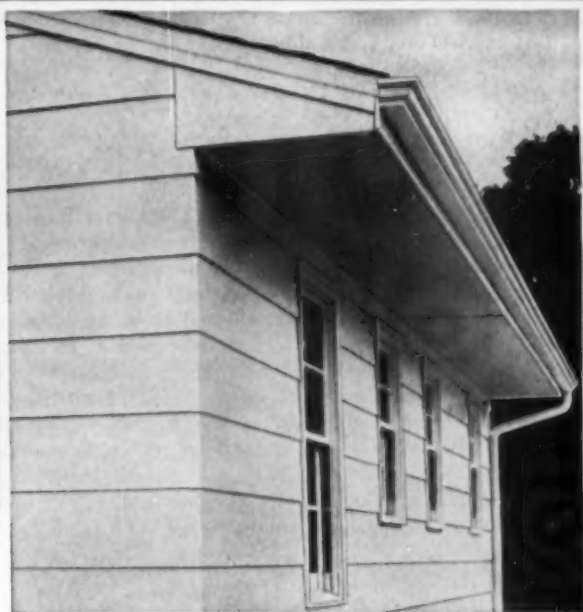
NATION'S LARGEST PRODUCERS OF QUALITY HOMES

© 1955, N. H. C.

AMERICAN BUILDER

**Now! Siding
in uniform
16' lengths**

Upson primed siding



Think of all the advantages of Upson Primed Siding! It's the ultimate in siding quality. With deep shadow lines, clean, straight edges, Upson Primed Siding makes any home more beautiful. Try Upson Primed Siding on your next job. Note Upson All-Weather Sheathing used for soffits. For FREE sample and full details on Upson Primed Siding, mail coupon today!

● **highest quality prime coat**

A factory controlled, precision applied prime coat. Resin-emulsion coating produces a protective film of unsurpassed quality. Has good adhesive quality. Prime color remains constant. This assures quicker drying and harder finish of second coat.

● **fully tested, strong, permanent**

Thoroughly field tested! Specially designed for exterior use. Extra strong due to welded, end-to-end fibers. Built to last! Size: 16' long by 12' wide! Up to 20' lengths for special purposes.

● **beautiful finished job**

Clean, straight-edged Upson Primed Siding adds permanent beauty to your homes. Extra strong, won't crack or split. Every fiber waterproofed. Knot-free! Toxic treated to resist mold, fungi.

THE UPSON COMPANY
715 UPSON POINT, LOCKPORT, NEW YORK

Get all the sensational facts. Mail coupon now for FREE samples and every detail on revolutionary new Upson Primed Siding.

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Year

PROVEN QUALITY YOU CAN TRUST

THE UPSON COMPANY
715 Upson Point, Lockport, New York

NAME _____

FIRM _____

STREET _____

CITY _____ STATE _____



1 All rafters, ceiling joists, studs, cripples and backing are pre-cut at a central cutting location on a portable saw. Pre-cut materials are loaded on 4-wheel trailers and hauled as packages to the individual sites



2 All form work for the concrete crawl-space walls is done with panels steel-strapped to footings. This method allows practically any foundation height. Subfloor is 2 by 6 t&g laid over post and beams

Packaged: from start . . .

Twenty houses finished a week, with production presold about four weeks ahead—that's the pace George H. Rowley's Century Builders have been hitting this past year in their Eastgate tract in the Seattle area. The operation is based on a "packaged" approach to building and selling, which even makes it possible to furnish the house without cash outlay.

Century Builders' furniture package plan enables a buyer to pur-

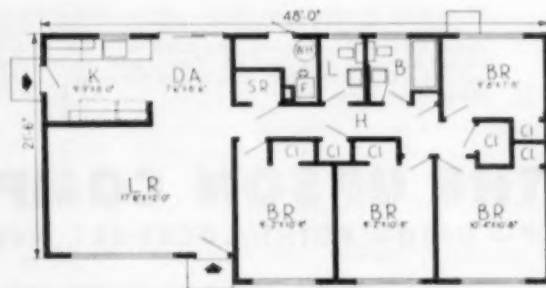
chase \$1,000 worth of the necessary furniture at the store of his choice. A financing company handles the conditional sales contract on this furniture on a basis of nothing down and as long as five years to pay. This is, of course, a separate contract and is not included in the GI or FHA mortgage plan under which the house is sold. Credit-wise, a buyer qualifies for the furniture package plan when he has been accepted by the lending institution.

Started by Century Builders as a needed adjunct to low-downpayment and no-downpayment home sales, the furniture package plan has so far chalked up an excellent record, with no delinquencies resulting.

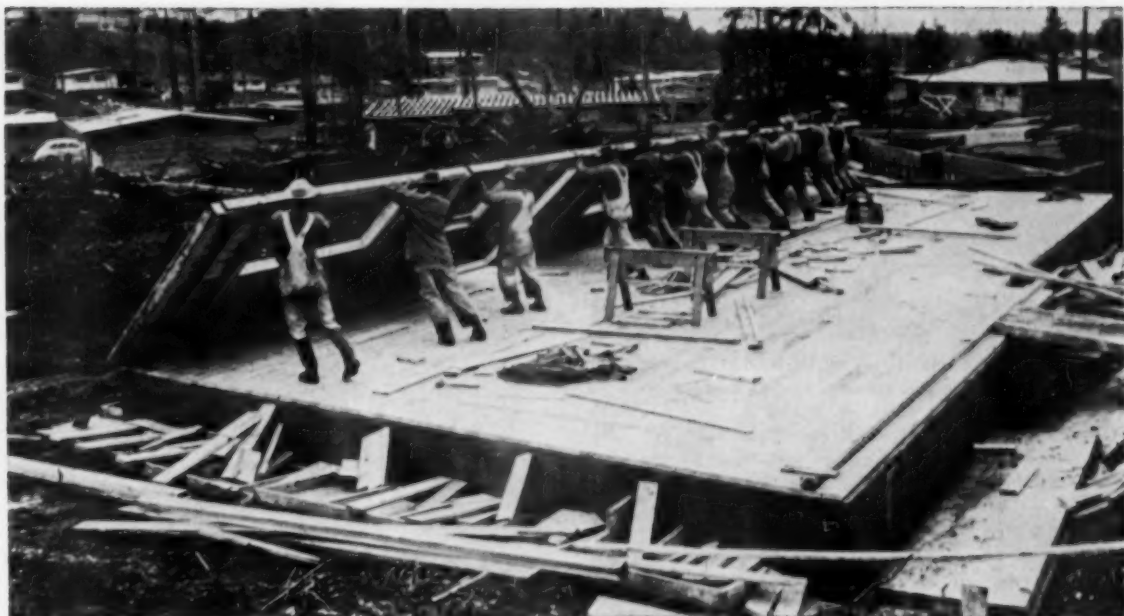
"We find sales this year to be about equivalent to what they were last year," George Rowley reports, "with no apparent decrease in the offing. We had over 20,000 people at our Eastgate tract one Sunday recently."



4 Century Builders figure that the tilt-wall method is a time-saver of from 15 to 20 per cent over conventional, rate it high as a packaged building process



5 The 4-bedroom, 2-bathroom plan at \$10,995 is a leader. Note ample storage space



3 Walls are built on the platform and then tilted into place. Canny scheduling keeps crews working closely together so that manpower will be available for tilting. But in a pinch, wall sections can be cut in halves or thirds for easier lifting



... to finish

6 The final package is a 2-, 3- or 4-bedroom rambler selling in the \$8,995 to \$11,500 price range. Packaged financing makes it possible for buyer to furnish the house without cash outlay (see text)



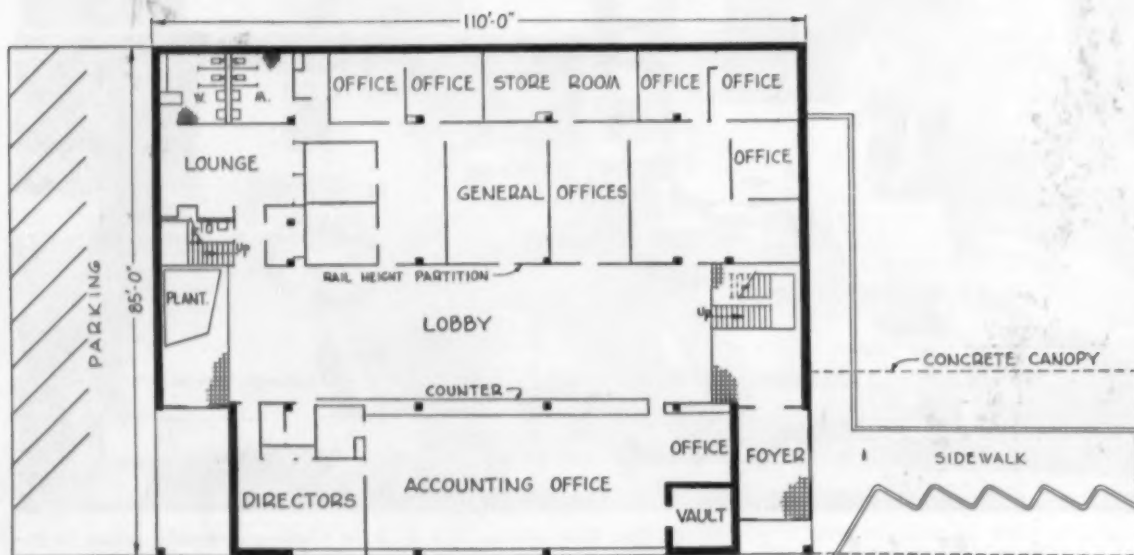
PARKING ZONES ADJOIN THE BUILDING at each end, the main one having this concrete canopy leading to lobby

CONCRETE SLAB AND PIER construction is freely revealed. Polished stone veneer facing and aluminum coping make effective trim



KEY TO INTERIOR SPACE CONTROL

Smart layout for commercial space today



FIRST FLOOR PLAN



is the 2-story lobby given over to banking. It runs entire length of building, with foyers at each end. General office space at right



photos: Ulric Meisel—Dallas

ENTRY AT EAST END complements entry and foyer at west end

draws the drive-up customer inside

When architects Prinz & Brooks planned the Oak Cliff Savings Bank in Dallas, Texas, they concentrated on the auto-driving customer, because the bank's location indicated that many more patrons would come by car than on foot.

However, no outdoor paying-and-receiving windows for automobile use were incorporated in the plan, since the main objective was to draw customers inside the building. Prinz & Brooks' clean-cut arrangement, detailed here and built by the Burgher Construction Company of Dallas, solves a common problem very well.

The lobby was planned as a grand

concourse with an entrance and parking lots at both ends, so that customers can enter, conduct their business and leave quickly and easily. Customers with more than incidental business can be directed into the general office section which adjoins the lobby on one side. Glass walls in both front and rear elevations give maximum daylighting, also give the building vivid character under artificial lighting.

The building has first and second floors, no basement, uses a system of reinforced concrete slabs and columns. The heating and cooling equipment is placed above the first-floor general office space, and all air

is supplied through a suspended ceiling of acoustical metal perforated panels. This is done by omitting the sound insulation pads. Two- and four-foot Plexiglas or Lucite diffusers are used as part of the Beta-Plex lighting units which are recess-mounted in the ceiling.

The air conditioning system divides the building into seven zones, each of which may be heated or cooled independently. Zones are created above the ceiling with plaster dividers. The air conditioning system embodies many features designed to insure complete year-round comfort, even to controlling odors and purifying the air.

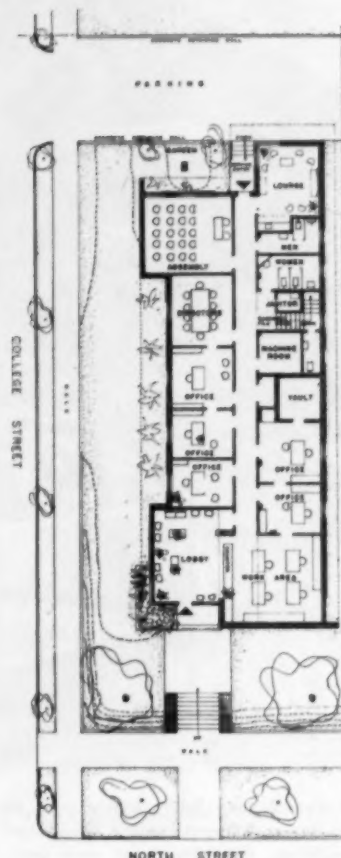
Office building planned for a narrow lot . . .



Although the Jackson Production Credit Association's office building, located in a residential section, differs sharply in design from its neighbors, it fits in well because its placement on the narrow lot respects residential setbacks from sidewalks. The one-story design gets attention without asking for it.

Place:	Jackson, Mississippi
Architects:	E. L. Malvaney & Associates, Jackson
Cost:	\$75,883
Square Feet:	4,956
Cost Per Square Foot:	\$15.31

... Has indoor-outdoor reception room



Plants indoors heighten the indoor-outdoor effect of reception room

Mural wall of assembly room uses perforated, corrugated aluminum for acoustical treatment. Made by Reynolds Aluminum Company, this decorative material is backed up with Fiberglas for sound-absorption value

**... Uses novel
acoustic
treatment**

The building is 42 feet 9 inches wide, 111 feet 7 inches long, is built near the south lot line with more than a 20 foot setback from North Street sidewalk line, and almost a 15 foot setback from College Street sidewalk line. Parking space is at rear



"SMOOTH INTERIORS, QUICKLY INSTALLED



**...that's what we
want and get
with Gold Bond
Gypsum Wallboard"**

says **MONROE C. COLE**, President, M. C. Cole Co.
and Cole & Cole, Builders and Developers,
Garland, Texas; Director, Texas Home Builders
Association; Director, Dallas Home Builders Association;
Director, Garland, Texas, Chamber of Commerce

"We've built over 656 homes in the Dallas area and expect to build 200 more in 1955. In all our building developments like Devonwood, Parkmont and Daugherty Heights, we've used Gold Bond Gypsum Wallboard."

"There's a good reason why we do," says Mr. Cole. "Gold Bond Wallboard goes up fast and consistently gives our homes the smooth walls and ceilings customers want. The Gold Bond Hard-Edge keeps wallboard damage down to a minimum. Every panel has the flexibility we need for easy construction, and yet it has the tough gypsum core needed for walls and ceilings that will last the life of the building."

"We find that when we can offer smooth, seamless interiors to prospects, and offer them fire resistance besides, we've got an unbeatable combination. We'll continue to use Gold Bond Gypsum Wallboard, with the Gold Bond Tape Joint System. They're proved best for us."

NATIONAL GYPSUM CO. • BUFFALO 2, N. Y.



Nailing up Gold Bond Gypsum Wallboard—fast and clean—in a new Cole home in the Dallas area.



Exterior of a completed Cole home in Garland, Texas. This is one of 46 homes of this type.

**Build better with
Gold Bond**



LATH, PLASTER
AND LIME



GYPSUM BOARD
PRODUCTS



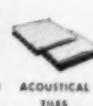
INSULATION BOARDS
PLANKS AND TILES



ROCK WOOL
INSULATION



PAINTS AND
TEXTURES



ACOUSTICAL
TILES



ASBESTOS ROOFING
AND SIDING

... GYPSUM WALLBOARD PRODUCTS



Your Lennox Dealer-Expert says ...

here's what you get when you

TEAM UP WITH ***LENNOX***

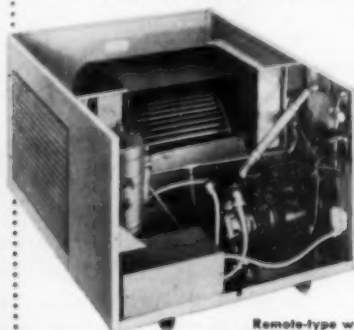
Here's the industry's
most complete line of
central home air conditioning
including new waterless!

Lennox has it—air-cooled or water-cooled; up-flow, down-flow or horizontal flow; remote units, package units, two-stage units—for basement, attic, crawl space, garage or closet installation. Capacities from two to six tons, three-phase or single phase. The right size, the right type of air conditioning for any home you build is yours when you team up with Lennox!

NEW WATERLESS AIR CONDITIONING



Full hermetic waterless air conditioner



Remote-type waterless
compressor and condenser



Remote-type evaporator

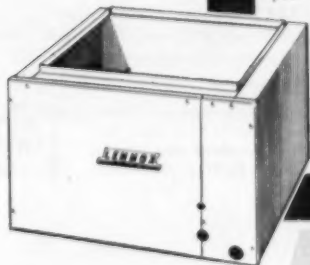
HERE'S THE INDUSTRY'S FINEST ENGINEERING!

Lennox engineering gives your homes air conditioning that's highest in efficiency, lowest in operating cost! New waterless units have superior condensers—a full two square feet of net face area per ton of cooling capacity; oversize condenser blowers. Abundant evaporator face area captures full condensing unit capacity. Result: low operating cost, peak efficiency even at high outside temperatures!

Here's how Lennox
helps you sell with the

UNIQUE LENNOX MODEL HOME PROMOTION KIT!

Nothing like it, and it's ready for you now—a powerful package of field-tested sales aids that will move your Lennox-equipped homes faster. There's Miss Lennox, a life-size cutout display who welcomes your guests. There's an impressive selling brochure with a four-color imprinted cover and a *personalized* story about your homes inside. There's the unusual Lennox Mystery Voice to stop prospects and sell them; with it you can even make the walls talk! (Or use it with Miss Lennox to make her a charming *talking* hostess!) Plus giant balloons, billboard designs, smart product signs, newspaper ads and radio spots. Find out what the Lennox Model Home Promotion Kit can do for you. See your Lennox dealer. Or phone or wire collect to Lennox, Merchandising Department, Marshalltown, Iowa



SPECIAL LIMITED OFFER!

Prepare your home for air conditioning now
and save up to 50%!

You can get your homes ready for the summer comfort of Lennox waterless air conditioning at surprisingly low cost. For a limited time, your Lennox dealer-expert will install this compact cooling cabinet with every new Lennox automatic heating system—and the home is ready for cooling!

Only **\$1975**

(plus installation)

Offer expires July 31, 1955

It's good business

to buy

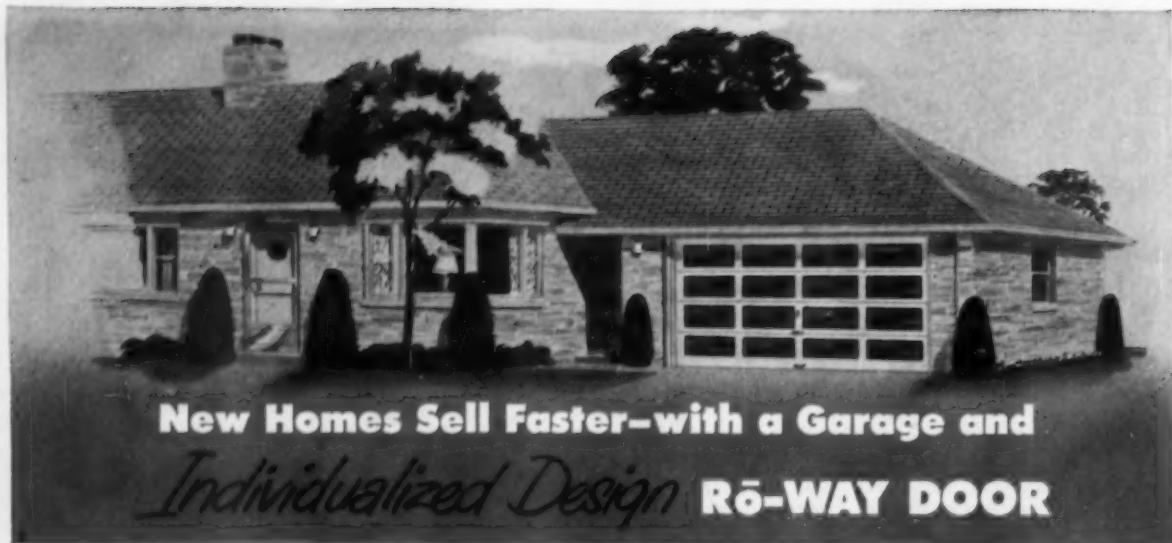
LENNOX

HERE'S MORE HELP WHEN YOU TEAM UP WITH LENNOX!

Choose Lennox—and you get an all-season air conditioning expert added to your staff without cost! Your Lennox dealer is a specialist in heating and cooling who can offer you sure, skilled assistance in planning, installation and service. Put him to work for you. Specify Lennox!

Air Conditioning and Heating
—since 1895: Marshalltown, Iowa;
Syracuse, N.Y.; Columbus,
Ohio; Fort Worth, Texas;
Pasadena, Calif.; Salt Lake
City, Utah; Decatur, Ga.
In Canada: Toronto and Calgary.





New Homes Sell Faster—with a Garage and *Individualized Design* Rō-WAY DOOR

Eye-appeal is *BUY*-appeal! And these handsome new Ro-Way garage door designs are loaded with eye-catching beauty that's bound to help sell your new homes faster.

With over 40 Individualized Designs to choose from there's almost no limit to the distinctive effects you can get, especially by the use of contrasting colors. What's more, there's a wide range of types available: *Carved Raised Panels; Applied Rosettes; Accent Molding; Full Flush Sections.*

Best of all, these exclusive panel designs are available on all models of the famous Ro-Way Overhead Type Door. Ro-Way — the garage door that's quality built through and through for smooth, easy, quiet operation and lasting owner satisfaction. The door with Taper-Tite track and Seal-A-Matic hinges; ball bearing track rollers with Double-Thick tread; Power-Metered springs; and all hardware Parkerized and painted after fabrication for maximum rust prevention.

To help sell *your* new homes faster, include a garage with an Individualized Design Ro-Way door.

ROWE MANUFACTURING CO.
755 Holten St., Galesburg, Illinois

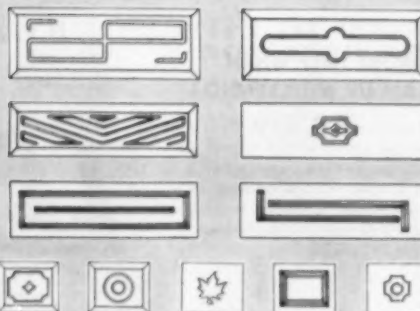


FREE! Full-color literature showing the complete range of Ro-Way individualized designs available. Write for a copy.

Nationwide sales and installation service. See your classified telephone directory for nearest Ro-Way distributor.



**TYPICAL
PANEL
DESIGNS**



there's a Ro-Way for every Doorway!

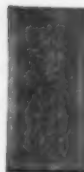


Built-in telephone conduit is low in cost. Yet it (1) gives lasting protection to interior beauty, (2) provides the convenience of well-placed outlets, (3) impresses home buyers. Include telephone conduit in the homes you build.

Your Bell telephone company will be glad to help you work out economical conduit installations. For details on home telephone wiring, see Sweet's Light Construction File catalog 8i/Be, or just call your nearest business office. **BELL TELEPHONE SYSTEM**

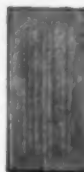


THE ROOF has never been more obviously at eye-level than in today's long, low, rambling home designs. Anything so prominent – and so vital to the beauty and soundness of the home it shelters – has an important influence on prospective buyers . . . determines whether they will drive on . . . or step in. Invite them in . . . with the natural charm and friendly warmth of a *genuine* red cedar shingle roof.



your best "outside salesman" is cedar...

WALLS, TOO, deserve the natural treatment that will stop traffic and speed sales. You'll not find a more attractive – or less costly – sidewall than double-coursed cedar shingles or shakes. Better join this trend to the *real* article in building materials . . . red cedar shingles and shakes . . . for roofs and walls . . . for new construction and remodeling.



RED CEDAR SHINGLE BUREAU

5510 White Building, Seattle 1, Washington
350 Burrard Street, Vancouver 1, B. C.





ADDS NEW COMFORT TO YOUR HOUSES. More appliances, open planning, and larger families are making people more aware of disturbing noise. The easiest, most economical way to offer the new comfort of quiet with your houses is to install Armstrong Cushiontone ceilings. This handsome tile absorbs up to 75% of the noise that strikes it. And the new Full Random design in Cushiontone adds beauty to any room.

Here's how Sound Conditioning helps you sell houses

*Your prospects want the comfort of a quiet home.
They'll recognize Cushiontone acoustical ceilings as
the sign of a more livable house.*



COMPLETE CEILING IN ONE MATERIAL. Cushiontone goes up fast by nailing to furring strips that have been applied to ceiling joists. It replaces all other ceiling materials and needs no painting or finishing. Installation requires no special tools or training.



BACKED BY CONSUMER ADVERTISING. When you install and promote Cushiontone, you're getting another nationally known brand name with which to impress prospects. Each month full-page ads tell the 7,000,000 readers of *The American Home* and *Better Homes* about the new comfort of a home sound conditioned with Cushiontone. These ads help pre-sell your prospects.



QUIET HOMES ARE EASIER TO SELL. Beautiful, noise-quieting ceilings of Armstrong Cushiontone give you a brand-new sales feature that's different and powerful—one that adds a new comfort to the houses you build. Be sure to promote it locally with posters and in your newspapers. For free promotional material and full information, see your Armstrong building products dealer or write Armstrong Cork Company, 4205 Rider Avenue, Lancaster, Pa.

MAY 1955

**Armstrong
CEILINGS**

Cushiontone® • Temlok® Tile • Perforated Temlok Tile

... to quiet and beautify homes

What to do with the open bays? ▶



They can become striking windows ◀



Upgrading of this building in Austin, Texas, from a used-car sales center to a furniture specialty store was accomplished with a minimum of structural changes. The existing pier panels were very irregular in their spacing, but this worked to the advantage of the designer, who provided striking display windows, and entrances to the store in the smaller panels on the two street fronts.

A minimum of demolition work was required to make these changes. The present piers were increased in size the thickness of the new stone facing. This stone continues as a bulkhead on both street fronts flush with the piers. The metal window frames are deeply recessed and create space for planting.

A double metal cornice provides the separation between the first-floor remodeled portion and the brickwork above, which was untouched except for cleaning. The large cor-

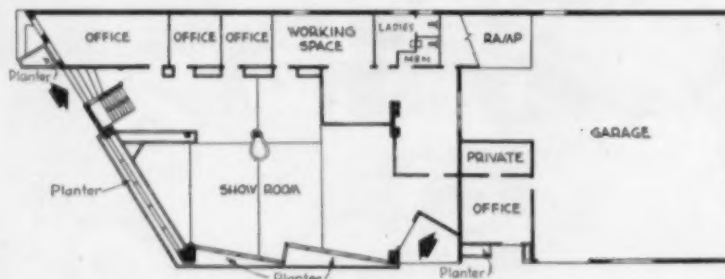
nice occurs at the top of the original wall openings. The soffit of the lower cornice extends into the store as a canopy, with a light trough recessed into the top surface. The space between the cornices on the exterior is faced with corrugated metal.

Vertical knotty pine boards and Roman brick laid up in a stacked pattern are used in the wall surfaces

The new main entrance is on the side street. Note new double cornice of metal

of both entrances, with planters of the same material adjoining.

This remodeling job was designed by Niggli and Gustafson, A.I.A., of Austin.



Plan of remodeled first floor

Compare!

Feature-for-Feature RUBEROID COLOR-GRAINED ASBESTOS SIDING Means Faster Home Sales and Extra Profits

Dealers and siding applicators everywhere are learning that Ruberoid's Color-Grained Siding is the most profitable way to dress a new house . . . because Ruberoid's Color-Grained Siding has every important selling feature. Check them yourself:



- ① COLOR RANGE—Color-Grained Siding has it!** The nine, new, 1955 decorator designed colors (plus textured White) are the brightest, most dramatic on the market.



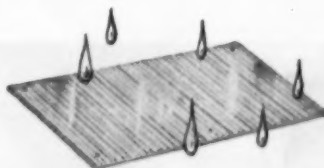
- ② COLOR DEPTH—Color-Grained Siding has it!** Irregularly striated color lines create an exciting three-dimensional effect . . . color-grained siding sells faster because of its rich, custom-designed appearance.



- ③ DIMENSIONAL STABILITY—Color-Grained Siding has it!** The autoclave high-pressure steam curing process eliminates shrinkage . . . color-grained siding is applied tight and stays tight.



- ④ DUROC® SURFACING—Color-Grained Siding has it!** Duroc®, the finest in resin finishes, seals the surface . . . "locks" the color in. Dirt washes off quickly and easily. Duroc® keeps color-grained siding "new" for years and years.



- ⑤ SILICONE TREATMENT—Color-Grained Siding has it!** Science's newest water repellent chemical. A color-grained siding extra.

There's no doubt about it. Color-Grained Asbestos Siding helps sell new homes faster because Ruberoid puts more value and sales appeal into it.

See your dealer today and have him demonstrate these advantages . . . prove to yourself why Ruberoid's Color-Grained Siding is the fastest selling, biggest profit siding in the industry today.

The **RUBEROID** Co.

ASPHALT AND ASBESTOS BUILDING MATERIALS

For Beauty and Lasting Satisfaction



1. ALUMINUM STORE FRONTS and door frames made with Kaiser Aluminum give *lasting* beauty, and maintenance problems are practically eliminated. Aluminum is ideal for colorful porcelain enamel finishes.



2. ALUMINUM AWNINGS made with Kaiser Aluminum add beauty to any building and keep interiors cooler by reflecting hot sun rays. Strong enough to withstand rough weather without damage. Need little upkeep.



5. ALUMINUM AIR CONDITIONING and heating systems made with Kaiser Aluminum will not rust with moisture. Durable, easy to fabricate and install, economical. Aluminum's low emissivity assures minimum heat loss.



6. ALUMINUM HARDWARE made with Kaiser Aluminum adds an extra touch of beauty. It's strong, and durable, won't ever streak with rust. For *modernizing* as well as for new building, specify aluminum for greater value!

... BUILD WITH ALUMINUM!



3. ALUMINUM PARTITIONS made with Kaiser Aluminum give a smart, modern appearance. Lightweight, easy to handle—thus, partitions can be changed overnight to create new divisions of space.



4. ALUMINUM GRID CEILINGS made with Kaiser Aluminum boast lasting good looks, long life without maintenance. Their bright, modern appearance helps attract customers, brightens a store's reputation.

THE beauty of aluminum—which pleases and attracts customers—is reason enough to use it widely in your commercial buildings.

But more than that, aluminum offers a *combination* of advantages that no other material can match. Among these advantages are light weight, strength, corrosion resistance, long life, economy.

As a basic producer of aluminum, we do not make any of the products shown here. Instead, our efforts are put behind the job of serving

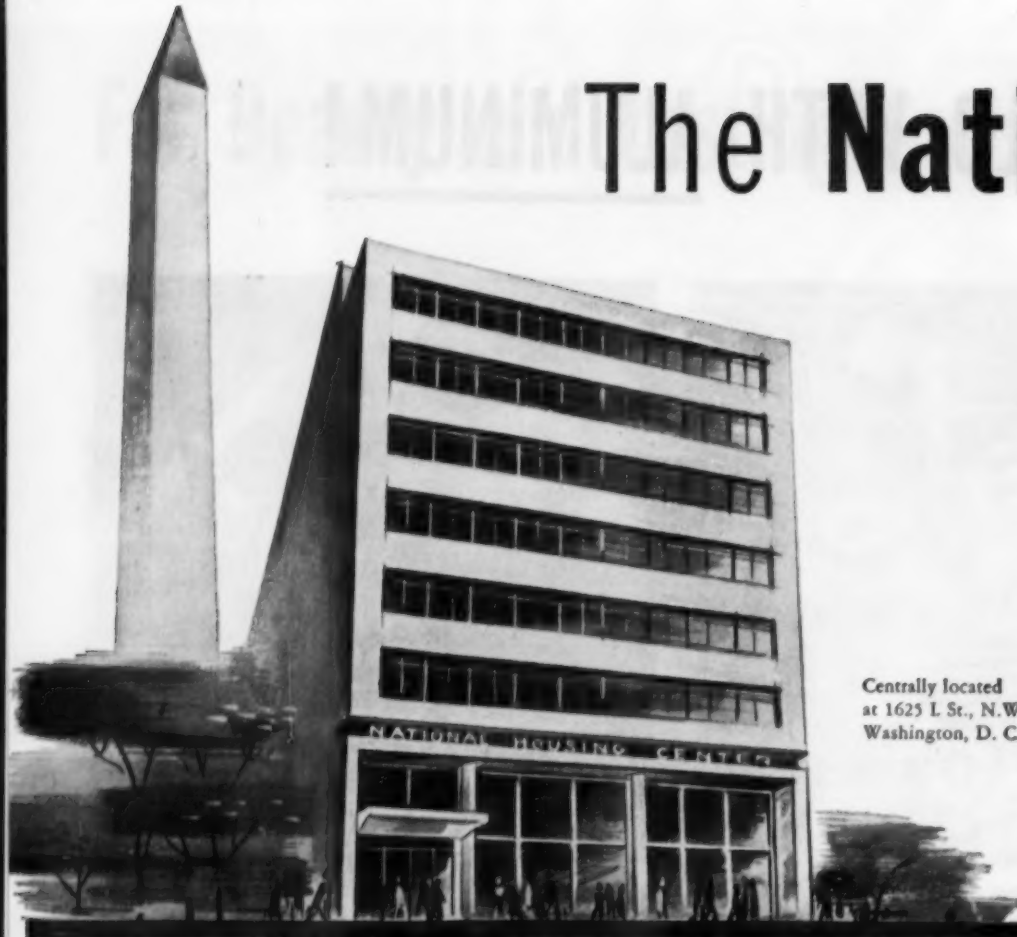
manufacturers—to help improve their products and reduce costs.

Engineering assistance is available from our qualified aluminum engineers. Or for names of building products manufacturers who will gladly work with you, contact any Kaiser Aluminum office listed in your telephone directory. Kaiser Aluminum & Chemical Sales, Inc. *General Sales Office*, Palmolive Building, Chicago 11, Illinois; *Executive Office*, Kaiser Building, Oakland 12, California.

Kaiser Aluminum

setting the pace—in growth, quality and service

The National



Centrally located
at 1625 L St., N.W.,
Washington, D. C.

*These leading manufacturers have leased exhibit space
and are preparing their "Center-type" product displays:*

Alliance Ware, Inc.
Alliance, Ohio

Allied Chemical & Dye Corp.
Barrett Division
New York, N. Y.

American Cabinet Hdwe. Corp.
Rockford, Illinois

American Houses, Inc.
New York, N. Y.

American Radiator & Standard
Sanitary Corporation
Pittsburgh, Pennsylvania

American Radiator & Standard
Sanitary Corporation
Sunbeam Air Conditioner Div.
Elyria, Ohio

American Radiator & Standard
Sanitary Corporation
C. F. Church Mfg. Co.

American Sta-Dri Company
Brentwood, Maryland

AVCO Manufacturing Corp.
American Kitchens Division
Connersville, Indiana

AVCO Manufacturing Corp.
Crosley-Bendix Division

Bar-Brook Manufacturing Co.
Shreveport, Louisiana

Besser Manufacturing Co.
Alpena, Michigan

Black & Decker Mfg. Company
Towson, Maryland

Briggs Manufacturing Co.
Detroit, Michigan

A. M. Byers Company
Pittsburgh, Pennsylvania

Carr, Adams & Collier Co.
Dubuque, Iowa

Celihat, Inc.
Knoxville, Tennessee

Chrysler Corporation
Airtemp Division
Dayton, Ohio

Condensation Engineering Corp.
Chicago, Illinois

Crane Company
Chicago, Illinois

Creo-Dipt Company, Inc.
North Tonawanda, New York

Culligan, Inc.
Northbrook, Illinois

Douglas Distributing Corp.
Washington, D. C.

Edwards Company, Inc.
Norwalk, Connecticut

Electrend Products Corp.
St. Joseph, Michigan

Electromode Corporation
Rochester, New York

The Fairfacts Company
Trenton, New Jersey

Fasco Industries, Inc.
Rochester, New York

Formica Company
Cincinnati, Ohio

General Electric Company
New York, N. Y.

General Motors Corporation
Frigidaire Division
Dayton, Ohio

Geneva Modern Kitchens, Inc.
Geneva, Illinois

Glide Windows, Inc.
North Hollywood, California

Homasote Company
Trenton, New Jersey

Hook & Ackerman, Inc.
Northvale, New York

Independent Nail & Packing Co.
Bridgeport, Mass.

Industrial Machine Tool Co.
Tru-Seal Window Division
Fenton, Michigan

In-Sink-Erator Mfg. Co.
Racine, Wisconsin

Iron Fireman Mfg. Co.
Cleveland, Ohio

Knap & Vogt Mfg. Company
Grand Rapids, Michigan

Korhmel Steel & Alum. Corp.
Milwaukee, Wisconsin

Kota Products, Inc.
Rocky Point, N. Y.

Kwikset Locks, Inc.
Anaheim, California

Lockwood Hardware Mfg. Co.
Fitchburg, Mass.

Maas & Waldstein Co.
Newark, New Jersey

Masonite Corporation
Chicago, Illinois

Minneapolis-Honeywell Co.
Minneapolis, Minnesota

Mullins Manufacturing Co.
Warren, Ohio

National Chemical & Mfg. Co.
Chicago, Illinois

National Homes Corp.
Lafayette, Indiana

National Lead Company
New York, N. Y.

National Terrazzo &
Mosaic Assn.
Washington, D. C.

New Castle Products, Inc.
New Castle, Indiana

Overhead Door Corporation
Hartford City, Indiana

Owens-Corning Fiberglas Corp.
Toledo, Ohio

Paine Lumber Company
Oshkosh, Wisconsin

Perfection Stove Company
Cleveland, Ohio

Precision Parts Corporation
Nashville, Tennessee

Progress Mfg. Company
Philadelphia, Penna.

Protectub, Inc.
New York City

Republic Steel Corporation
Truscon Steel Division
Youngstown, Ohio

Richmond Screw Anchor Co.
Brooklyn, New York

Roddie Plywood Corporation
Marshfield, Wisconsin

R. O. W. Sales Company
Ferndale, Michigan

F. C. Russell Company
Cleveland, Ohio

The Sawhill Mfg. Company
Sharon, Penna.

Schlage Lock Company
San Francisco, California

Sharon Steel Corporation
Sharon, Penna.

Standard Dry Wall Products
New Eagle, Penna.

St. Regis Paper Company
New York, N. Y.

Stylon Corporation
Milford, Mass.

Topcraft, Inc.
Baltimore, Maryland

Union Asbestos & Rubber Co.
Chicago, Illinois

Union Bag & Paper Corp.
New York, N. Y.

Unique Balance Company, Inc.
New York, N. Y.

United States Gypsum Co.
Chicago, Illinois

United States Plywood Corp.
New York, N. Y.

United States Rubber Co.
New York, N. Y.

Upon Company
Lockport, New York

Warren Webster & Company
Camden, New Jersey

Washington Steel Products, Inc.
Tacoma, Washington

Western Lock Company
Los Angeles, California

Westinghouse Electric Co.
Pittsburgh, Penna.

The Wiremold Company
Hartford, Connecticut

Yale and Towne Mfg. Co.
Stamford, Connecticut

Zegers, Inc.
Chicago, Illinois

Housing Center

"Home Center of America" **Opens in August!**



The manufacturers who exhibit their materials and equipment for home builders here will place their products face-to-face with every designing, specifying and buying factor in the home building industry, the year around.

HOW TO BECOME AN EXHIBITOR:

- 1. Register for space immediately.** Write George P. Shutt, Director of Sales, National Housing Center, 1028 Connecticut Ave., N.W., Washington 6, D. C. You'll get full facts, quick!
- 2. Furnish complete information** on the products or services you wish to exhibit. This data is needed so that your exhibit plans may be properly classified and assigned the most advantageous location.
- 3. Submit preliminary design sketches** of your proposed exhibit. To bring all displays into harmony with the character of the Center, all display designs and specifications are to be approved by the Director, National Housing Center, Washington, D. C.

The Center offers a free display advisory service to Exhibitors. Ask for the National Housing Center Bulletin on Exhibitors' Display Requirements.



THIS BOOK TELLS THE STORY of what the National Housing Center can do for the manufacturer who sells the home-building industry.

Get your copy of this 16-pg. fact-book by writing today to George P. Shutt, Director of Sales, National Housing Center, 1028 Connecticut Ave., N.W., Washington 6, D. C.

Sponsored by The National Association of Home Builders

BALANCED INSULATION

A stylized illustration of a balance scale, symbolizing balance and equilibrium. The scale is centered, with two pans hanging from a horizontal beam. The pans are filled with a dark, semi-circular shape, representing insulation. The entire graphic is set against a light background.



You'll be hearing more about this symbol It can help you speed home sales...

The symbol you see at the left represents a new idea that will soon be sweeping the country...making a powerful appeal to home buyers everywhere.

It stands for *balanced insulation*—the right combination of side-wall and ceiling blanket insulation—insulating sheathing—storm sash and weather-stripping—balanced to provide maximum comfort in any climate.

Balanced insulation can help you sell more homes in 1955—especially when you use such famous products as Balsam-Wool* Sealed Insulation and Nu-Wood* Insulating Sheathing. For the story of these high-quality insulating materials is being brought to millions of home makers—in *The Saturday Evening Post* and other big national magazines. Builders who tie in will profit!

Put balanced insulation to work— See your lumber dealer!

Waiting for you at your lumber dealers is a complete sales aid kit, including the following:

- * Complete instructions for tying in with the nationwide program that gives you active help in selling better quality, more profitable homes.
- * A special emblem identifying you as a quality builder who provides balanced insulation with Balsam-Wool and Nu-Wood.
- * Newspaper ad mats—publicity—plus special sales aid meetings.

**ONLY YOUR LUMBER DEALER CAN GIVE YOU THIS SALES-MAKING
PROFIT-BUILDING BALANCED INSULATION PLAN—SEE HIM SOON!**

WOOD CONVERSION COMPANY
Dept. 118-55 First National Bank Bldg.
St. Paul 1, Minnesota



*Reg. U.S. Pat. Off.

BALSAM-WOOL

Guaranteed Insulation

Insulating Sheathing

NU-WOOD

A simple and complete system for a one-girl office

How to estimate a job and control its costs

• This streamlined system is the result of 24 years of experience in general construction procedures by J. L. Hair & Sons of Wichita Falls, Texas

FRAMING LUMBER				
			1/2" GYP	BOARD
CARRIAGES	3-2X12-16	46	9X17	153
	1-2XB-22	29	8X13B	1104
PLATES	66-LF-2X4	38	6X2B	168
STUDS	66-LF-2X4	38	5X266	1330
CARRIAGES	72-LF-2X10	120	4X29B	1192
	24-LF-2X12	48	14X2B	342
JOISTS	24-LF-2XB	32	4X274	1096
PLATES	30-LF-2X4	20	8X166	1328
PLATES	60-LF-2X6	60	21X26	546
STUDS	14-2X6-B	112	11X18.5	204
PLATES	553-LF-2X4	371	28X103	2884
STUDS	103-2X4-B	552	16X19	304
STUDS	42-2X4-12	338	11X18	198
LEDGER	20-LF-1X4	7		10,899
PLATES	212-LF-2X4	142		
STUDS	63-2X4-B	284		
PLATES	256-LF-2X4	172		
STUDS	64-2X4-B	343		
PLATES	96-LF-2XB			
PLATES	855-LF-2X4			

1 Estimating work sheets:

When a job comes in for bid or a detailed construction estimate, examine every specification closely. List each detail on a work sheet. Use standard stock ruled forms for this; they will suit the need as well as anything. The important thing is to be sure that nothing is missed. Each phase of the work should be broken down on a separate sheet covering that particular phase. Start with the excavation, section by section, listing the areas to be excavated both by hand and by machine, with accompanying dimensions. Then run through the whole job—carpentry, wiring, finishing, etc.—in exactly the same detailed manner.

2 Check against actual plans or blueprints:

This is simply a double-check to make sure that the people who wrote up the specifications didn't overlook anything. Now you are ready to run

through the work sheets to compute total costs. Using a printing calculator to make these computations saves much time and controls errors.

Remington Rand, Inc.



3 Figure total costs from a recap sheet:

Group your set of work sheets with a recap sheet which lists each component job. List labor costs, material costs and total costs in three separate columns. From these fig-

ures the total for the entire job is determined, and this forms the basis of your estimate on the bid or contract. Keep the original work sheets on hand throughout the life of a

contract so that they may be checked as the work progresses. They are also useful for checking purposes in purchase order procedures.

4 Making major purchases:

These should be made only from the builder's office. They should be typed and sent to a vendor, with full specifications as to delivery, prices, etc. As the invoices come in from

the vendor, balance them against the purchase order. It's a good idea to require that the purchase order number appear on the invoice to facilitate this check. If major pur-

chase costs should begin to inch above the figures set out in the original work orders, you know you are heading for trouble and can take steps to get these costs back in line.

5 Making purchases from the field:

Profits can leak away just as easily from minor as from major purchases. So control field expenditures strictly. The supervisor in the field should write out a purchase order by hand, from a book of forms provided for this purpose. He gives the order to the vendor who, in turn, sends it to the office with his invoice. This again permits quick checking to be sure that expenditures are in line with original estimates, and has proved to be a very effective method of purchase control, without sacrificing any of the flexibility a field supervisor must have to do his job properly.

[illegible]

6 Time records:

The biggest single cost item in construction is the payroll. Here the system used in the field will depend on the job itself. As a rule-of-thumb, if there are less than 100 men involved at any time, it is best to use a standard time book. The names, hours worked, etc., are listed on ruled forms. If more than 100 men are employed, use time cards.

[illegible]

7 Master time sheet:

Send either time book or cards to the office on the proper day each week. The office secretary will use these to fill out a master time sheet every week, listing each man's name, position or type of work, the phase of the contract on which he is working, hours worked by day, total

hours, and the rate. She has a table of standard deductions which covers most cases. Where separate figurework is needed, she can use the printing calculator for rapid calculations. When the master sheet has been completed, the figures are posted in a book with standard

ledger pages which carry one man's earnings on a single page. These are recapitulated at the end of the year to make out the worker's W2 form. Payroll checks, with accompanying statements, are then prepared on an electric typewriter.

8 A monthly cost estimate serves as an invoice:

The payroll figures contribute to the monthly cost estimate which is sent to each customer as a charge against the job. This is typed on regular company letterhead and follows the same format as the original recap sheet. Each phase of the job is listed vertically, with four columns showing (1) total estimated cost, (2) amounts paid to date on previous monthly estimates, (3) current estimate or work done in the preceding month, and (4) charges still to be absorbed against the original estimate. The columns are totaled, and the customer charged for 90 per cent of all accumulations for labor and material on the job.

By stressing completeness with simplicity, this system makes each job an open book. The builder's position at any time can be verified accurately.

BUILDING XYZ Stores Corporation		June 1		1955
ESTIMATE NUMBER 2				
	CONTRACT PRICE	PREVIOUS ESTIMATE	THIS ESTIMATE	BALANCE
DEMOLITION	\$ 6,000.00	\$ 5,000.00	\$ 5,000.00	\$ 1,000.00
PEDESTRIAN PRECAUTIONS	500.00	350.00	350.00	150.00
TEMPORARY OFFICES	1,000.00	900.00	900.00	100.00
GENERAL EXCAVATION	4,600.00	2,250.00	4,200.00	400.00
HARD EXCAVATION	3,780.00	740.00	3,200.00	580.00
SHOREING	2,420.00	650.00	1,650.00	770.00
BACKFILL CUSHION	420.00			420.00
CONCRETE	10,600.00	1,840.00	5,680.00	13,920.00
CONCRETE FORMS	9,060.00	875.00	2,260.00	6,800.00
CEMENT FINISH	8,150.00			8,150.00
WATERPROOFING	3,000.00			3,000.00
MASONRY & TERRA COTTA	27,400.00	100.00	400.00	27,000.00
REINFORCING STEEL	13,600.00	3,100.00	6,950.00	6,650.00
STRUCTURAL STEEL (Erection)	8,400.00			8,400.00
MISCELLANEOUS IRON	16,100.00			16,100.00
METAL WINDOWS	975.00			975.00
ARCHITECTURAL PORCELAIN	2,750.00			2,750.00
METAL TOILET PARTITIONS	1,150.00			1,150.00
KALAMEIN DOORS & FRAMES	2,975.00			2,975.00
STEEL ROLLING DOORS	295.00			295.00
ROOF & SHEET METAL	6,800.00			6,800.00
GLASS & GLAZING	3,840.00			3,840.00
LUMBER	2,000.00	1,000.00	1,000.00	1,000.00
MILLWORK	1,225.00			1,225.00
CARPENTRY	4,100.00			4,100.00
ROUGH HARDWARE	300.00	100.00	100.00	200.00
LATH & PLASTER	16,250.00			16,250.00
CERAMIC TILE	1,440.00			1,440.00
TERRAZZO FLOORS	7,100.00			7,100.00
ASPHALT TILE	1,680.00			1,680.00
PAINTING & DECORATING	5,200.00			5,200.00
STEEL-TEX	3,850.00			3,850.00
TOTALS	\$186,000.00	\$16,905.00	\$31,690.00	\$154,310.00
TOTAL PAID WITH THIS ESTIMATE	26,936.50			
BALANCE	\$159,663.50			
		THIS ESTIMATE		\$31,690.00
		LESS 10% RETAINED		4,753.50
		BALANCE DUE		\$26,936.50
		LESS PREVIOUS ESTIMATES		14,369.25
		DUE THIS ESTIMATE		\$12,567.25
APPROVED:				
	1955			
		J.L. HAIR & SONS CONSTRUCTION COMPANY		
By		By		



Circular bank is "round-as-a-dollar"

"Round-as-a-dollar and twice as practical" was the term used by many of the visiting bankers who attended the opening of the new Community State Bank Building in Grandville, Michigan. In addition to the striking appearance of this structure, the floor plan, promises effi-

ciency in work flow and lower operational costs.

The "round" bank was conceived by Daniels Associates, Ann Arbor, Michigan, architects, to best fit the narrow end of a wedge-shaped site. The circular shape accommodates two drive-in windows and ample

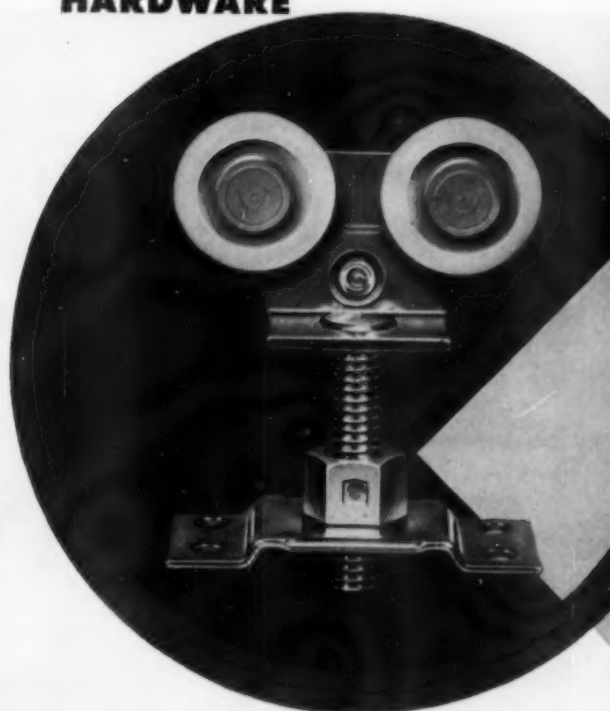
parking space. Exterior materials are brick, glass, redwood and Tennessee ledge rock.

Already this building has become a reference point for motorists seeking directions from townspeople, thus giving additional and continuing publicity to the bank.



**Twin Nylon Wheel
POCKET DOOR
HARDWARE**

Best for You because...



ONLY ONE NUT

ADJUSTS and LOCKS hanger...
easy as one ... two ... three!

- 1** INSTALL HANGERS ON DOOR
- 2** LIFT DOOR INTO TRACK
- 3** ONE NYLOK NUT TO TURN
for vertical adjustment and
positive locking ... no
unnecessary pieces to become
lost or forgotten.

Simplicity in design of Acme Twin-Wheel Pocket Door Hardware brings an end to difficult adjustments. Unnecessary locknuts, jamb nuts or locking devices are replaced with one positive Nylok nut that stays put once it's adjusted. With Acme hardware you install the completely assembled hanger on the door, so you need only lift the door to let the wheels slip into the track ... then turn the adjusting nut for final vertical alignment. It's that easy!

Twin Nylon wheels give smooth fingertip operation, run true in the track without "gallop." The hanger is self-aligning which permits the wheels to run true at all times—and allows the carpenter to make faster installation. Once on the track the hangers are "jump-proof." Low head room is another feature with Acme 81-82 Pocket Door Hardware.

An adjustable metal floor guide eliminates the necessity for grooving the door ... speeds installation.

These outstanding features save you money and assure customer satisfaction. Gone are those costly call-backs for re-adjustment when you specify the leader, Acme Twin-Wheel Hardware.



1

Attach hanger plate to door with round head screws provided. Assemble hanger by threading stud into Nylok adjusting nut as shown.



2

Place door in opening, tilt and raise door with hangers engaged on track as shown.



3

Adjust door height by turning Nylok adjusting nut with door hung on track.

Features Extruded Aluminum Track

ACME MANUFACTURES A COMPANION LINE
of sliding door hardware for by-passing wardrobe doors.
See your hardware supplier or write Acme today
for complete literature.



ACME APPLIANCE MANUFACTURING CO.
35 So. Raymond Avenue
Pasadena 1, California



Acme Appliance Manufacturing Co.
35 So. Raymond Avenue, A8-5
Pasadena 1, California

Please send FREE illustrated catalog describing the complete line of Acme Sliding Door Hardware.

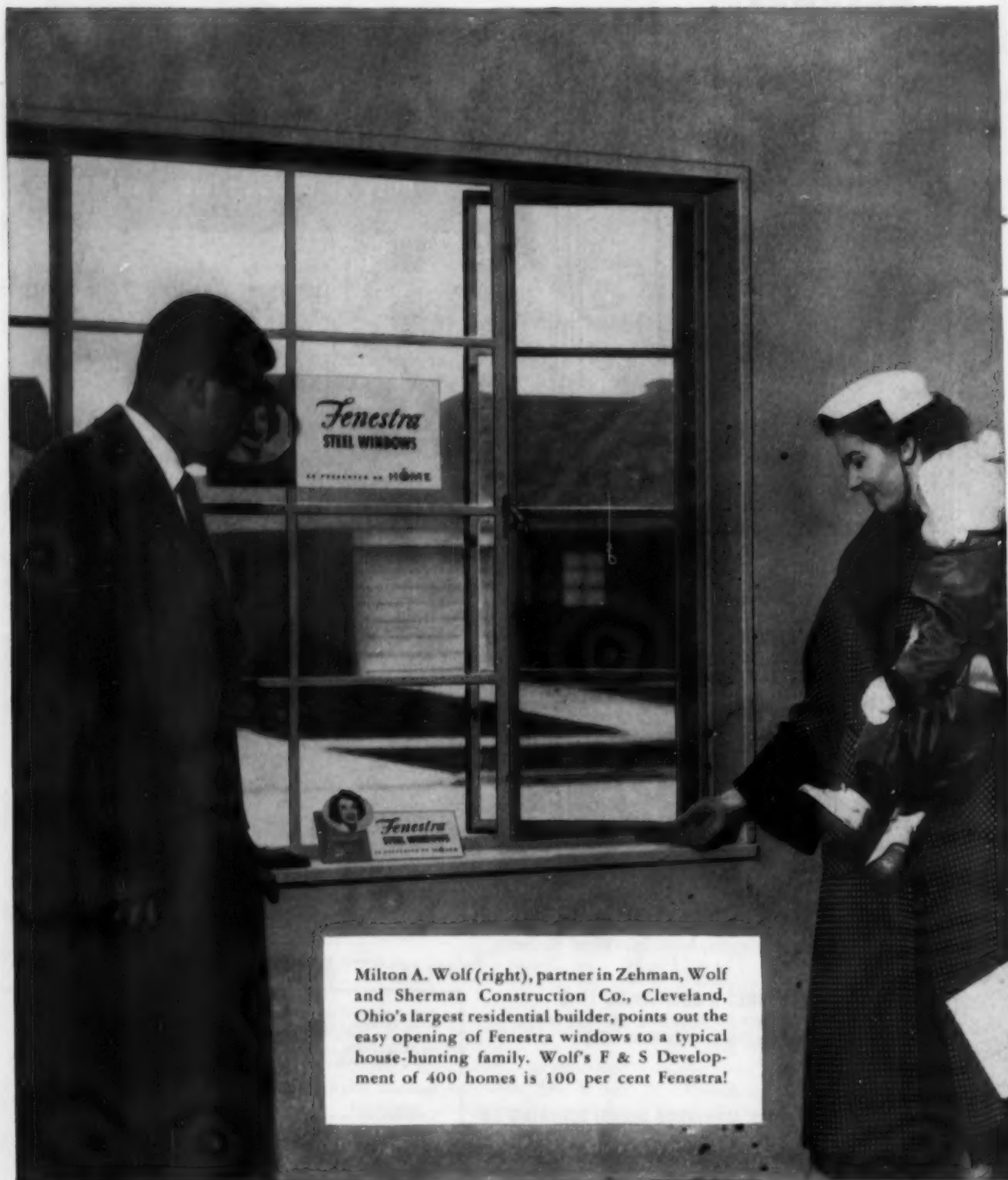
Name.....Title.....

Company.....

Address.....

City.....Zone.....State.....

How to sell 'em



Fenestra
STEEL WINDOWS
AS PRESENTED BY WOLFE

Fenestra
STEEL WINDOWS
AS PRESENTED BY WOLFE

Milton A. Wolf (right), partner in Zehman, Wolf and Sherman Construction Co., Cleveland, Ohio's largest residential builder, points out the easy opening of Fenestra windows to a typical house-hunting family. Wolf's F & S Development of 400 homes is 100 per cent Fenestra!

and keep 'em sold!

Before your customers walk into your homes they've heard a lot about Fenestra® windows from Arlene Francis on NBC's popular network "Home" television show. Translate this into faster sales of *your* homes by featuring Fenestra windows with colorful TV display banners and display cards. These sales helps, as well as photographs and newspaper ad mats for your local newspaper advertising, are yours for the asking!

After they buy, your customers will stay sold on Fenestra, thanks to such wonderful labor-saving features as finger-tip operation . . . air-deflector ventilators for better ventilation . . . safe, easy cleaning of both sides of the window from inside the room . . . easily attached screens and storms. They'll enjoy the window beauty added inside and outside the house . . . the extra daylight let in by slender steel frames that hold larger glass lights. They'll like the strength of steel . . . the durability of Fenestra's *two* protective coatings—Hot-Dip Galvanizing and Bonderizing—that corrosion-proof the windows for the life of the building.

And *you'll* like the fact that Fenestra windows are available ready-trimmed for quick, money-saving installation . . . that with Fenestra you may have a complete package of window, hardware,

storms and screens.

Take advantage of this opportunity of extending your reputation as a builder of modern, quality homes. Go Fenestra—the only name backed by a network TV advertising campaign devoted exclusively to residential windows! For full details, contact your local Fenestra representative—listed in the yellow pages of your phone directory. Or write, wire or call America's oldest and largest steel window manufacturer, Detroit Steel Products Co., Dept. AB-5, 2260 East Grand Boulevard, Detroit 11, Michigan. *®



Here Arlene Francis demonstrates the advantages of Fenestra windows to millions of housewives. It's powerful pre-selling that cuts down *your* selling time—helps create the kind of satisfied customers that build your reputation and business.

Fenestra



RESIDENTIAL WINDOWS

WINDOWS • HARDWARE • CASINGS • SCREENS • STORM SASH

GALVANIZED-BONDERIZED-STEEL—THE STRONGEST MATERIAL, CORROSION-PROOFED FOR LIFE!

See and hear "Home" from 11:00 to 12:00 noon, Monday through Friday, Eastern Standard Time. In other time zones, see your local newspaper for time and station.

What you should know about

The proper size for an exhaust fan is determined by: (1) the cubic contents of the room, (2) the maximum and minimum air changes required and (3) the position and actual (not "free air") capacity of the fan. (Technically, "free air" is the capacity of a bare fan blade, without any resistance.)

A safe rule-of-thumb for sizing exhaust fans is to use only from 25 per cent to 33 $\frac{1}{3}$ per cent of the advertised c.f.m. figures when computing air change. The best 10-inch exhaust fans, when operated at top speed, will discharge about 350 cubic feet per minute against normal resistance, even though the advertised free-air rating may be as high as 1,200 c.f.m. An 8-inch fan

will discharge 200 to 250 c.f.m., and a 6-inch fan about 175 c.f.m.

Merely divide the cubic contents of the room by these figures to determine approximate air changes. Desirable air changes for various kinds of rooms are indicated in the following table:

Desirable Air Changes

Kitchens—during normal cooking, 3 to 4 minutes; during odorous cooking, 2 minutes

Bathrooms—4 to 6 minutes

Social rooms—when occupied, 8 to 10 minutes; when being cleared, 5 minutes

Laundries—with automatic equipment, 5 minutes; with open washing or drying, 2 minutes

Important! If the intake for fresh air is on the opposite side of the room from the fan, theoretical air changes will be reasonably reliable. But if the fresh-air intake is on the same side of the room as the fan, or adjacent to the fan, only that portion of the room will be ventilated, and the rest of the room will be only slightly affected.

A lot of common sense is needed in estimating air change and sizing the ventilator. A relatively small fan, properly placed, may be far more effective than a large fan improperly placed. The fan should always become a booster to natural air currents and should not be expected to overcome them.

Generally speaking, though, most

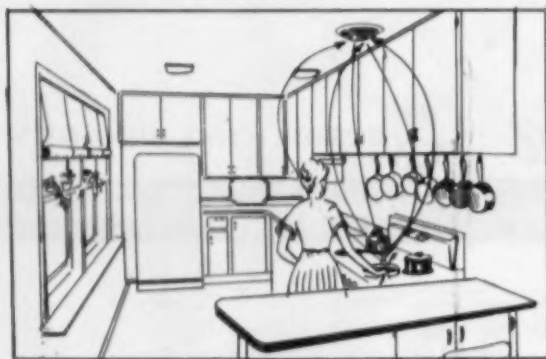
When installing a kitchen exhaust fan . . .
remember that air is like water in reverse and follows the line of least resistance



Not like this . . . about all that can be said for the money wasted on this kind of installation is that "the kitchen has a fan." Fan is located at least likely drainage point and so far from the range that air has either risen well above fan level before it reaches that part of the room or has been carried into other rooms by cross currents.



Nor like this . . . If the window is open even just a crack, the air which the fan discharges will come from the open window and not from the room. Even if the window is closed, the greasy, moist air from the range must literally be dragged across the ceiling to the fan. Ceilings, like floors, become soiled with traffic.



This is correct . . . The purpose of the fan is to help Nature get rid of this air as quickly as possible, and at the point where it is first trying to escape. Since hot air rises rapidly, that point is directly over the range.



How about a range hood? Excellent, so long as the hood captures all the air from the cooking. High-velocity steam from cooking on the front burners should not escape the suction of the hood.

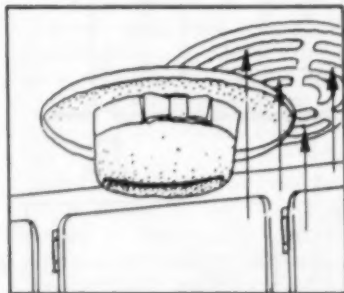
exhaust fans

kitchens and game rooms will require a 10-inch fan plus a speed control. Bathrooms, on the other hand, can usually be ventilated adequately with a 6- or 8-inch fan, provided it is located in the ceiling or high on the wall.

There is an increasing trend to seal the bathroom completely, even when the room is located on an outside wall, and to rely on an exhaust fan for ventilation. This insures movement of air currents from the rest of the house into the bathroom and minimizes the possibility that incoming drafts through a window will carry humid bathroom air into other rooms. Not to exhaust the humid air from the bathroom is about equivalent to overflowing the bathtub and then trying to mop up the excess water without shutting off the faucet. Time switches frequently are added to provide a few minutes of ventilation after each use of the bathroom.

A word about speed control

Flexibility of speed in a fan is of course needed to meet fluctuating conditions. So time switches and variable speeds are valuable controls for all exhaust fans. One manufacturer provides such a control with as high as 9 speeds, in order to compensate for varying line voltages and to increase the range.



Is the fan big enough? One simple way to check the capacity of a kitchen ceiling fan is to see whether it will hold a felt hat when only part of the grille is covered. If it will not, then probably it is of bathroom or kitchenette calibre.

Data by Ralph Pryne
of Pryne & Co., Inc.

Jaeger mixers make you bigger profits



Pugmill type mortar mixers—Jaeger 4-blade Power Hoes give you fast pugmill criss-cross mixing action. Turn out smooth, uniform, even-tempered mortar that's easy and fast to spread. 3½ and 6½ ft. sizes to keep ahead of any size crew.



Mix better, pour faster—Jaeger 3½ S Tilter drum has patented "dual mix" V-bottom that gives double the mixing action of ordinary tilters and also speeds discharge. Produces big daily yardage of high strength, high quality concrete or mortar. Tows fast, spots fast.

See your Jaeger distributor or send for catalog.

THE JAEGER MACHINE COMPANY, 521 Dublin Ave., Columbus 16, Ohio



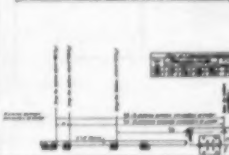
Cut placing costs—Jaeger Self-raising "Hoister" Tower makes quick work of material placing, saves labor. Assembles easily in 10' sections to 67'. 1-ton capacity. Available with material cage or 14' bucket. Easy to move. Positive automatic safety device.

You can build your own TECO TRUSSED RAFTERS

easily, quickly, right at the job site.

with these two
FREE guides, and
genuine **TECO**
WEDGE-FIT
ring connectors

FABRICATING BENCH DESIGN



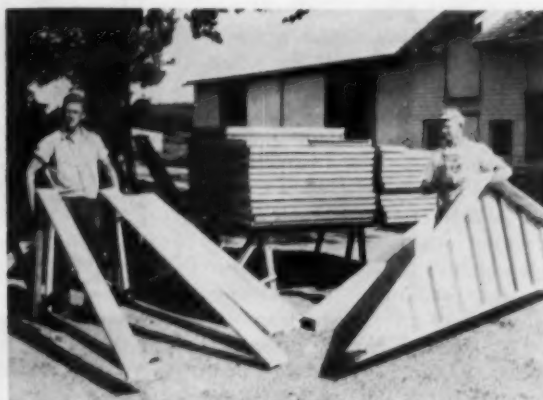
NO ASSEMBLY JIG NEEDED — Fast, easy, precision assembly of properly cut members is assured with **TECO WEDGE-FIT** ring connectors in conforming grooves cut with the **TECO** grooving tool. Send today for **FREE** detailed drawing of Fabricating Bench, and "How to Build **TECO** Trussed Rafters".

Please send
FREE Fabricating
Bench design and
the booklet—
"How to Build
TECO Trussed
Rafters".

TIMBER ENGINEERING COMPANY
1319 - 18th St., N.W., Washington 6, D. C.

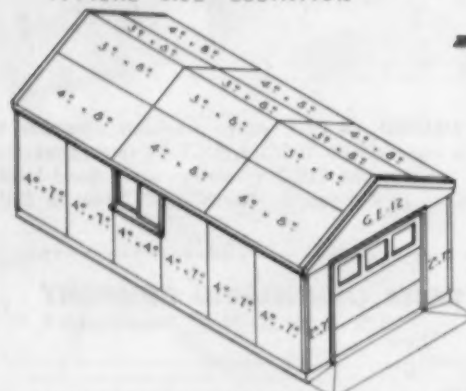
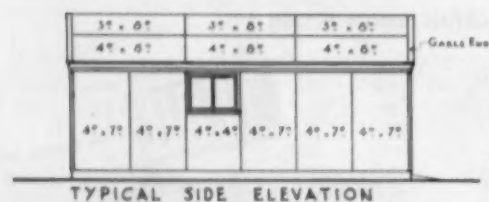
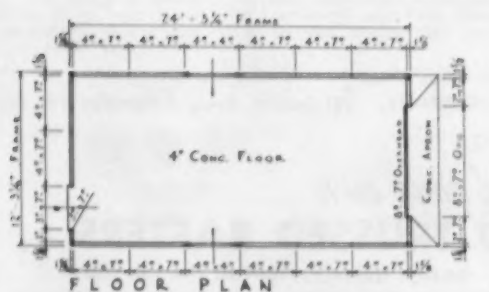
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CITY, ZONE, STATE.....

AE-553

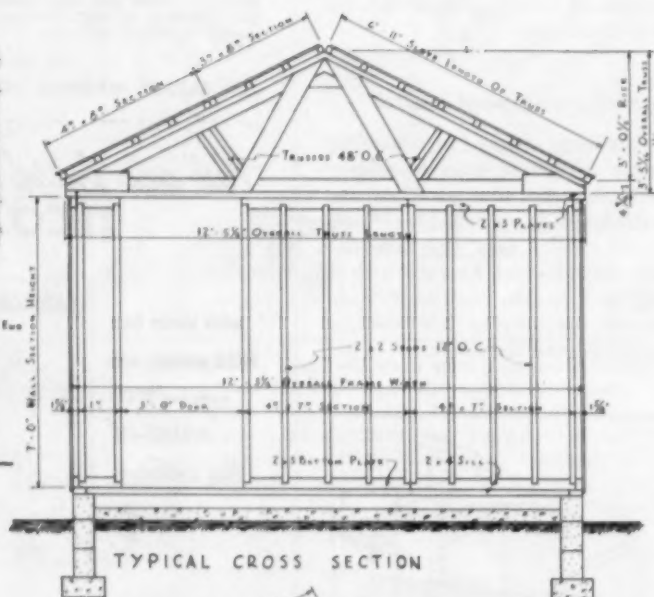


- 2. Parts for an entire 12x24 foot garage are loaded easily on a one-ton pickup truck. Heaviest wall section weighs only 60 pounds**

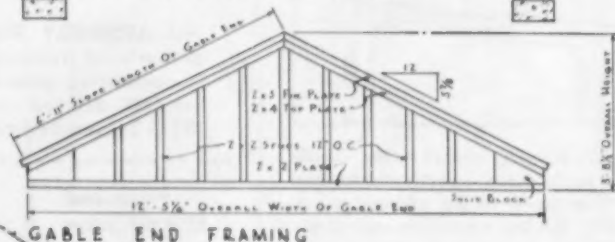
Here's how the "universal panel"



ISOMETRIC OF ASSEMBLED GARAGE



TYPICAL CROSS SECTION



GABLE END FRAMING

- 6.** Details of typical 12x24 garage show how standard sections go together. Wall and roof units are 2x2 studs dadoed into 2x3-inch plates every 12 inches. Gable-ends are also built with 2x2 members

more profitable



3. Sections go together fast, are nailed or bolted together. Twenty sizes cover all standard small building dimensions. No special framing for windows is needed

works on a typical job



4. Two men erect 12x24 garage in one day using lightweight panels, trusses, gable ends and beams in stock sizes. Largest unit is easily handled by two men



5. Fast pricing, quick erection make sales for small garages, sheds and utility buildings. One universal section for walls, ceilings, partitions and roofs cuts over-all cost

You can make more money selling small garages and utility buildings if you can (1) price them quickly and accurately, and (2) deliver a standard structure quickly at a low price.

Under a new universal panel system, developed by the Homasote Company of Trenton, New Jersey, a price can be figured in 15 minutes. A typical 12x24 foot garage can be erected by two men in one day. The cost is far less than the usual piece-by-piece construction method.

The basis for improvement is a universal panel or section built in a shop or yard. Twenty standard sizes cover all types of small buildings, are used interchangeably in walls, ceilings, roofs or partitions.

The stock sections are built of

2x2-inch studs which are dadoed into two 2x3-inch plates every 12 inches. They are put together on a \$35 jig table, are light, easy to handle, yet strong enough for such structures as bungalows, camps, tool houses, motels, play houses and poultry houses.

Standard gable-ends, roof trusses and two types of beams complete the parts needed to enable the builder to put together low-cost buildings quickly and cheaply.

The standardization of units makes it possible to estimate costs quickly and accurately. Parts can be built inside during bad weather or off seasons and stored for later use.

Since the units are designed for ease of handling by two men, no special equipment is required.

Form-Lac

TREATED *Concrete* FORMS
Strip smooth
and clean...

SAVE RUBBING
AND FINISHING
COSTS!



STRETCH THE LIFE OF YOUR PLYWOOD FORMS... GET SMOOTHER FINISH CONCRETE WITH FORM-LAC! FORM-LAC has saved thousands and thousands of dollars for users. Most effective, easiest to apply form coating you can buy on the market today. FORM-LAC gives plywood forms a tough, durable coating... provides greater resistance to moisture and the alkaline and abrasive action of concrete.

GET ALL THE FACTS...
Send FOR THIS NEW,
FORM TREATING MANUAL
WITHOUT DELAY...



**MAXWELL &
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191 Simpson St., N.W.
Atlanta, Georgia

Gentlemen:

Without obligation, please send me your new Form-Lac "Question and Answer" manual on the treatment of plywood concrete forms.

Name _____

Title _____

Company _____

Address _____

234

million times



That's the number of times the famous L·O·F shield will be printed in 1955 advertising. And every time it appears, it builds the already-strong preference for top-quality L·O·F products. Take advantage of this preference by using the window glass that bears this famous label! Libbey-Owens-Ford Glass Company, 608 Madison Ave., Toledo 3, Ohio.

LIBBEY·OWENS·FORD *a Great Name*  *the* **Glass**
AN I **BUILDER**

Huge School System



Leaks were serious in this older school, so brick was repointed then coated with silicone repellent. Results: Weatherwise, the school is better than new!



Here's the kind of damage to interiors that driving rain, soaking right through the wall, can cause inside of six months.

Approves Silicone Masonry Water Repellent



AFTER "invisible raincoat" made with LINDE Silicones was applied outside, the same type paint used before was in perfect condition after another six-month period.

A remarkable "invisible raincoat" is already protecting a half million square feet of wall, on over 30 of the 300 schools in a great eastern city. Known as "above-grade masonry water repellent," it is made with LINDE Silicones.

The school system's maintenance engineers report that it is easy to use and lastingly effective. Besides treating many older schools, they are applying it to all new schools as erected.

Rain leaks and seepage are ended, eliminating costly damage to interior plaster, paint, and woodwork. Masonry damage due to water absorption

and freezing has been stopped. Rain simply washes dirt right down to the ground.

Above-grade masonry water repellents made with LINDE Silicones dry in three hours to a colorless, shineless finish. They reach the correct depth for maximum effectiveness. They let walls "breathe" so moisture entrapped before treatment can escape.

No wonder more and more brick, masonry and concrete buildings of all types now wear "invisible raincoats" made of LINDE Silicones! Write for full details and a list of representative suppliers. Address Dept. E-5.

FOR SILICONES LOOK TO

Linde
AIR PRODUCTS
COMPANY

A DIVISION OF
UNION CARBIDE
AND CARBON CORPORATION

General Offices: 30 East 42nd Street, New York 17, N. Y.
IN CANADA: Dominion Oxygen Company, Division Union Carbide Canada Limited
The term "Linde" is a registered trade-mark of Union Carbide and Carbon Corporation

Surround Your Customers with the Practical Luxury of

Briggs Beautyware



Statistics show that the bathroom has a great influence on the home buyer—the finer the bath facilities, the faster the sale.

Briggs has led the field in providing the building industry with the practical luxury of top quality, truly modern bath fixtures—at a realistic price.

And Briggs has set the pace in pioneering new safety, utility and ease of installation features—in the merchandising of color at popular prices—in the promotion of the second bathroom as "The New Standard for American Living."

Read below for additional facts about Briggs leadership in engineering, manufacturing and merchandising. Join the fast growing ranks of home building leaders who surround their customers with the practical luxury of Briggs Beautyware.

BRIGGS MANUFACTURING COMPANY

300 Buhl Building

Detroit 26, Michigan

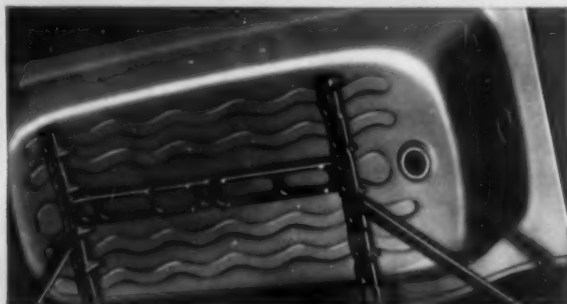
Refer to Sweet's Catalog—Architectural File 24A, Light Construction File 9B, or A.I.A. File 29H.

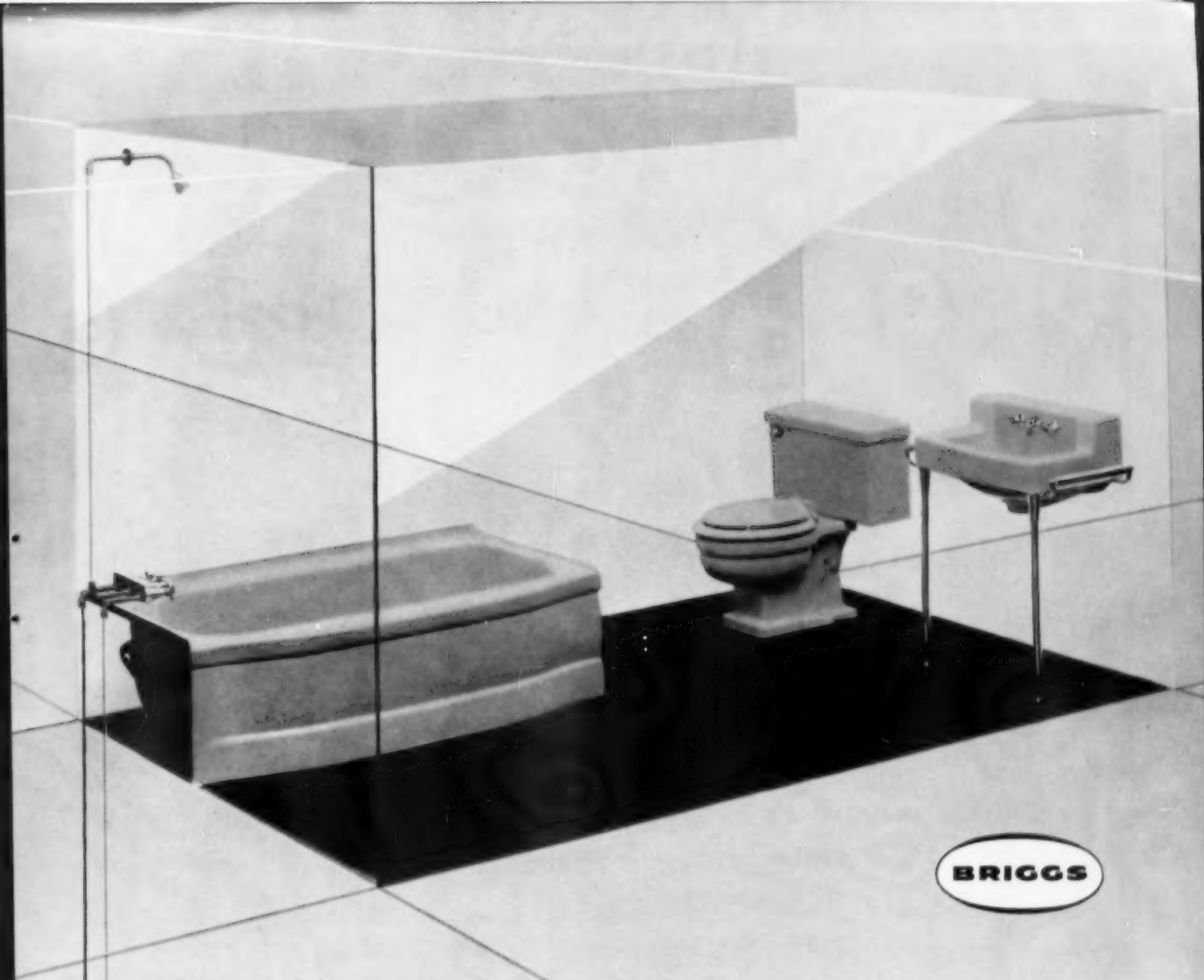
B-701 LaSalle Tub
B-6402 Carlton Closet
B-3250-HS Whittier Lavatory

Delightful distinctive design in fresh, bright colors is yours with Briggs Beautyware—at the cost of many white bath sets. Briggs craftsmen have developed new techniques in forming and finishing that provide new bonus benefits in contour, color and value. With Beautyware, two bathrooms in color can be a practical reality for a big majority of your customers.



Long-lasting quality is inherent in Beautyware design and materials. Bathtubs feature the traditional durability of the finest, heavy-gauge enameling steel, pressure-formed to exacting contours and reinforced with special rigid frame members. It is the surest blend of strength and scientific weight—with exclusive dividends in easiest handling and installation.



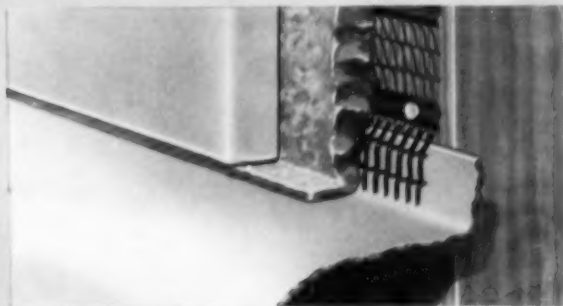


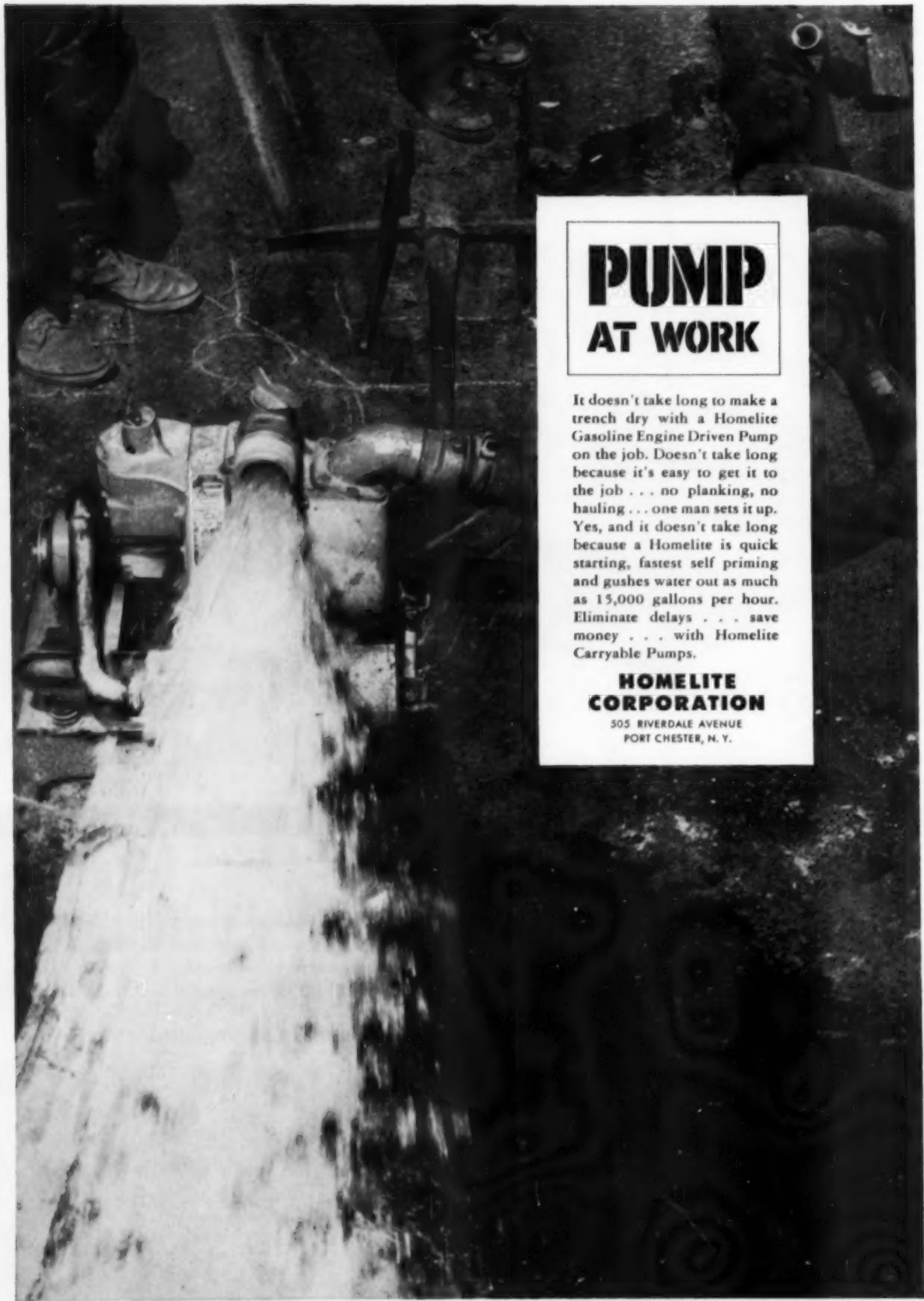
BRIGGS

Surfaces hard as glass are fused to every Beautyware fixture—porcelain enamel fused to steel, and high-density vitreous china. Briggs' exclusive pioneering in manufacturing processes for Beautyware bathroom fixtures has brought *new* achievements in super-hard fixture finishes—glistening, easy to clean, and defiant of stains, acids and fading!



Important utility features—such as the square, straight ends and the leak-proof wall flange, found on all Briggs tubs—make Beautyware the most practical as well as the most appealing choice. The architect prefers Beautyware for functional styling, the builder appreciates its practical appeal, the plumber has confidence in Briggs' technical excellence.





PUMP AT WORK

It doesn't take long to make a trench dry with a Homelite Gasoline Engine Driven Pump on the job. Doesn't take long because it's easy to get it to the job . . . no planking, no hauling . . . one man sets it up. Yes, and it doesn't take long because a Homelite is quick starting, fastest self priming and gushes water out as much as 15,000 gallons per hour. Eliminate delays . . . save money . . . with Homelite Carryable Pumps.

HOMELITE CORPORATION

505 RIVERDALE AVENUE
PORT CHESTER, N. Y.



they go, go, go—amigo!

Tracy's **PIC-A-DOR** sells houses!

Your houses sell fast when you put Pic-A-Dor on the job because the *ladies* go for Pic-A-Dor. Small wonder... Tracy's sensational Pic-A-Dor steel kitchen cabinets give them endless color and decorating possibilities! The doors can be *any* material, *any* color — to put terrific new sales appeal into every house you build.

So build in sales appeal throughout the house. Put Pic-A-Dor in the kitchen, utility room, game room, laundry. Even makes a smart, modern room divider. Yes, Pic-A-Dor really does sell houses. Try it — you'll see!

*Pic-A-Dors come in
assorted sizes and shapes*

Pic-A-Dor wall cabinets
in 30", 36" and 42" widths,
18" or 30" high; and
36" width, 15" high.

Learn more about Pic-A-Dor! Mail this coupon now!



Tracy KITCHENS



Dept. (AB-5)
Tracy Kitchens Division, Edgewater Steel Corp.
P. O. Box 1137, Pittsburgh 30, Pa.

I would like to have more information on Pic-A-Dor
and the other big things coming from Tracy.

Name _____
Address _____
City _____ State _____

Come on along with the BIG things coming from Tracy!

Foremost producer of stainless steel sinks and quality steel kitchens



CHASE copper tube for soil, waste and vent lines at little or no extra cost!

Consider *installation* costs, and you'll see why a Chase quality drainage system will cost little or *no more* than an ordinary system. Actual comparisons *prove* this!

Chase 3" Copper Drainage Tube fits *within* standard partitions, eliminates costly furring-out construction required with ordinary systems.

The *inside* of a Chase Drainage System is also

worth talking about—Chase Copper Tube and Solder-Joint Fittings have no internal projections to trap waste—they provide fast, even drainage and make a neater, more compact job all around.

When planning, be sure to specify the best in copper drainage tube and fittings—be sure to specify *Chase!*

Chase 
BRASS & COPPER CO.

WATERBURY 20, CONNECTICUT • SUBSIDIARY OF KENNECOTT COPPER CORPORATION

Chase® Copper
adds extra value
to any home!

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Boston	Dallas	Indianapolis	Newark	Providence	Waterbury
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AMERICAN BUILDER

NOW-LUDMAN QUALITY FOR EVEN THE LOWEST-PRICED PROJECT HOUSES!

Ludman's NEW Housing Window With FULL WEATHERSTRIPPING . . .
CENTER ROTO-OPERATOR . . . SMART, MODERN APPEARANCE . . .
At A Price Within The Reach of EVERY Project Builder



Here's a type of window that's sweeping the country in major building developments. Now, LUDMAN Engineering Research has established new quality standards . . . Completely Vinyl Weatherstripped to make it the tightest-closing Housing Window . . . with beautiful Center Under-Screen Roto-Operator to make it the easiest to operate . . . with handsome, substantial sections for smart, modern appearance . . . designed to make it easiest to install.

Unlimited combinations are available, with any desired venting arrangement. Although designed for lowest priced housing, this quality window has features that make it desirable even in the best homes. The coupon will bring you all the facts about this window.

EXAMPLES OF LUDMAN'S

3

LEADERSHIP IN WINDOW ENGINEERING

...better products for the project builder

FOR THE BUILDER WHO WANTS TO ADD PROVED SALES-APPEAL by providing an awning window with 100% ventilation and an exclusive night vent, the famous AUTO-LOK . . . recognized everywhere as the finest . . . known as the tightest-closing window ever made . . . adds the "Quality-Look" and consumer acceptance. Successful Project Builders from Coast to Coast have learned that AUTO-LOK is worth the difference!

Another LUDMAN Contract-Closer . . . the new Aluminum All-Weather Sliding Glass Doors . . . engineered by LUDMAN with the builder in mind. Easiest to install . . . no adjustment required . . . smartest appearance . . . exclusive separate sub-sill prevents damage during construction . . . and many other exclusive features.

Investigate the cost of using LUDMAN'S finest quality Sliding Glass Doors. You'll be amazed at how much sales-appeal you'll add to your house . . . sales-appeal that adds value out of all proportion to the slight extra cost (Frequently, Sliding Glass Doors may be installed at no more cost than conventional wall construction.)



SEALS TIGHTER
THAN A REFRIGERATOR

LUDMAN
Auto-lok
WINDOWS
WOOD OR ALUMINUM



Ludman Corporation
North Miami, Fla. Dept. AB-5

Please send me full information on:

- ☐ Auto-Lok Windows
- ☐ All-Weather Sliding Glass Doors
- ☐ The new Housing Window

Name.....

Firm.....

Street.....

City..... Zone... State....

LUDMAN Corporation

PRODUCTS ARE CARRIED BY LEADING DEALERS ACROSS THE COUNTRY

DESIGNED FOR TODAY'S HOMES

PRECISION

America's No. 1 Stairway

QUALITY PLUS SALES FEATURES

STOCKED BY 150 LEADING JOBBERS IN THE U. S. AND CANADA

7

PRECISION FOLDING STAIRWAY
LISTED IN SWEET'S
Approved by Leading ARCHITECTS, BUILDERS, and LENDING AGENCIES

- EXCLUSIVE FEATURES**
- 1—HYDRAULIC SAFETY CHECKS
 - 2—ACTUATED BY COUNTERWEIGHTS
 - 3—LIFE-TIME ROLLER BEARINGS
 - 4—RUGGED AND STRONG
 - 5—INSULATED DOOR PANEL
 - 6—FULL WIDTH SAFETY TREADS
 - 7—FITS ANY CEILING HEIGHT

Two Standard Sizes—8'9" and 9'9". For ceiling heights 7'0" to 8'9" use 8'9". For ceiling heights 8'9" to 9'9", use 9'9".
Figure From Finished Floor to Finished Ceiling—not floor to floor. Frame fits 26" x 54" opening in ceiling; also 30" x 54" (special) at extra cost.

Requires No Valuable Attic Space—full height above attic floor is only 34 inches.

Shipped in One Package—assembled and ready for installation. Shipping weight, 115 pounds.

High Quality—constructed of select kiln dried lumber. Brackets, rocker arms, and hinges cast in our own foundry of highest quality magnesium and steel alloys.

NO OTHER STAIRWAY OFFERS SO MUCH

PRECISION PARTS CORPORATION
400 AB NORTH FIRST STREET • NASHVILLE 7, TENNESSEE

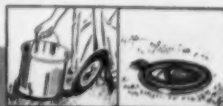


Majestic

UNDERGROUND RECEIVER



Look how easy it is! Your customers will agree when they see this neat, sanitary way to keep refuse out of sight. Only the lid, with toe-tip lift, shows above ground. Cans and bottles, or garbage, are kept pest-safe and odor-tight. One of those "extras" that home buyers appreciate!



- ONLY THE NEAT GREEN LID SHOWS
- INNER CAN EASILY REMOVED BY COLLECTOR
- ALL STEEL
- SANITARY
- CONVENIENT
- DURABLE

Call your Majestic supplier for details or have him write

The Majestic Co., Inc.
300-D Erie St., Huntington, Ind.

New shaft seal on the GILSON "3-4"

keeps bearings grit-free long after ordinary seals start leaking!



MODEL 3M-PT

For extra capacity see the 6 cu. ft. 6M-PT



39" overall width for room-to-room operation.



Equipped with rugged safety gears and bag splitter.



A turn of the hand de-clutches for easier starting.

"Idle hands," these days, as any contractor knows, cost money. To help you keep the working hours in the black, GILSON engineers have developed a new seal that licks a frequent cause of "down-time"—the old, bearing buster bugaboo of leaky shaft seals.

This new bearing and seal design requires no more attention than occasional lubrication and far outlasts ordinary seals.

An ideal mixer for keeping smaller crews busy, this new 3-M has a large drum to accommodate the added bulk of the newer lightweight plasters, yet has a low 37" charging height.

Adjustable paddle blades provide thorough mixing . . . produce a smoother, easier-to-lay plaster. Compact design and a balanced design frame assure easy spotting, safer trailing. Put the new 3-M to work with your crews now—you'll find it helps make every job pay!

GILSON

BROTHERS COMPANY
FREDONIA, WIS.

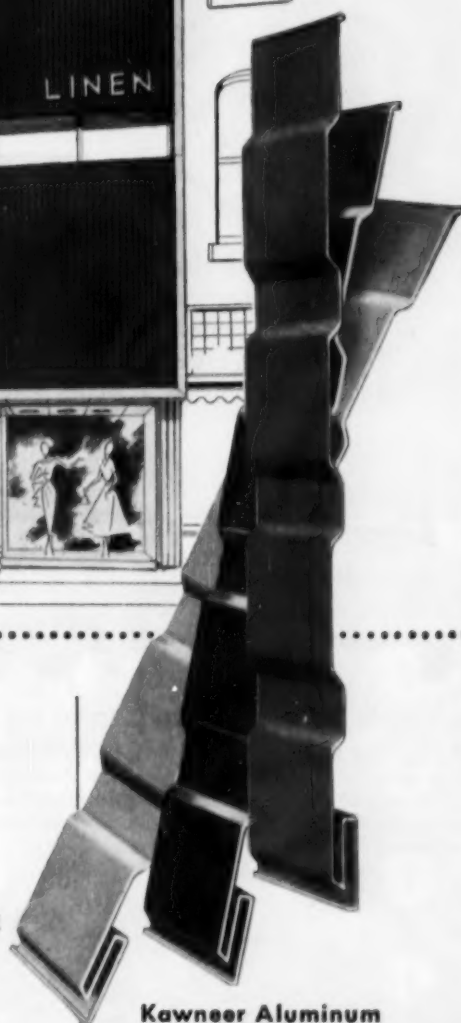
MAIL THIS COUPON TODAY!

to: GILSON BROTHERS COMPANY
635 W. Gilson Ave., Fredonia, Wis.
Please send FREE bulletin with more facts on _____ mixer.
Company _____
Street _____
City _____ State _____



Everlasting shopper appeal with built-in COLOR

Drab store fronts today do not pay! Customers are attracted by colorful Kawneer Zourite (porcelain-enameled or alumilited aluminum). It is a facing material that resists chipping, cracking and fading, providing years and years of shopper appeal. Use it as a sign backing, and as a covering for columns, pilasters, bulkheads, soffits and pylons. Plan now to remodel store fronts with practically no interference to normal operations using Kawneer Zourite, doors, store-front metal and sun-control products. See your Kawneer dealer or write for additional information.



**Kawneer Aluminum
Zourite Facing
in ten attractive colors**

- Velvet Black
- Alumilite
- Alumilite Gray
- Academy Blue
- Marine Blue
- Harvest Brown
- Spring Green
- Sunset Red
- Winter White
- Flame Orange





New models—more models—all loaded with new advantages!

NEW CHEVROLET

Task-Force

TRUCKS

Choose the model that's matched to your job. You'll get the most modern engineering features in the industry—and cut costs hauling or delivering! Your Chevrolet dealer is ready to supply full details of these important features. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

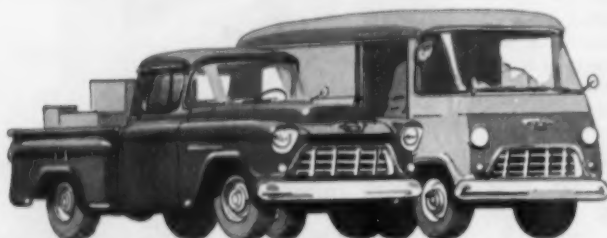


New Work Styling—New Cab Comfort and Safety!

For the first time, light- and medium-duty trucks with their own individual styling—specially designed for the job! New Flite-Ride cab (even more durable!) features a Sweep-Sight windshield, High-Level ventilation, and concealed Safety Step running board.

New Engines—New Ride!

A new 12-volt electrical system sparks all six new Task-Force engines. That means faster, surer starts; increased generator capacity. New suspension, front and rear, provides a smoother, more stable ride for both the driver and the load.



New Power Steering—Power Brakes!

Driving's easier and safer with these power helpers. Power Steering is available on all models as an extra-cost option. Power Brakes are standard on 2-ton models; optional at extra cost on all others. Tubeless tires are standard on $\frac{1}{2}$ -ton models!



New Overdrive—Hydra-Matic!

Count on big gas savings with the extra-cost option of Overdrive, now available on $\frac{1}{2}$ -ton models. Truck Hydra-Matic (optional at extra cost on $\frac{1}{2}$ -, $\frac{3}{4}$ - and 1-ton models) makes driving easier and saves valuable time on stop-and-go delivery jobs.

Which house has the **RHEEM** *Year 'Rounder* ?



Here are two houses, identical in almost every respect, including price. Yet the one on the left was sold the first day the houses were open. The one on the right has had prospective buyers tramping through it daily ever since, and is still unsold. Why?

Because the house on the left is equipped with a Rheem Year 'Rounder—central air-conditioning and heating in one unit. The house on the right has only a conventional forced-air furnace.

It just stands to reason that most home-buyers prefer a house with air-conditioning to one without, other things being equal. That's where the Rheem Year 'Rounder comes in. It provides year-'round central air-conditioning—heating in the winter and cooling in the summer—efficiently and economically. The Year 'Rounder's lower cost is achieved by combining heating and cooling equipment in one perfectly designed compact unit.

The Rheem Year 'Rounder line also provides models that adapt themselves to "zone cooling"—cooling the living quarters in the daytime, the sleeping quarters at night. This saves on operating costs as well as on original investment.

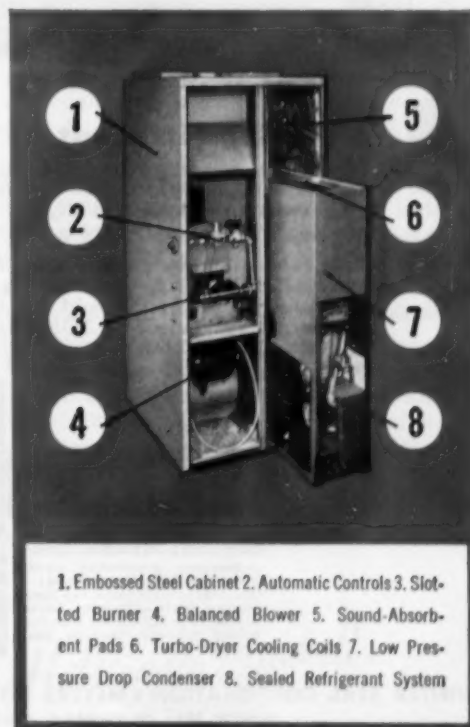
Why not find out for yourself, as so many builders have, how quickly the Rheem Year 'Rounder can change "For Sale" signs into "Sold" signs. For full information, call our nearest office. Or write to Rheem Manufacturing Co., 7600 S. Kedzie Ave., Chicago 29, Illinois.

Switch-in-Time, Switch to



RICHMOND AND SOUTHGATE,
CALIFORNIA; HOUSTON, CHICAGO, NEW YORK, NEW ORLEANS, LINDEN, N. J., AND SPARROWS POINT, MD.

MAY 1955



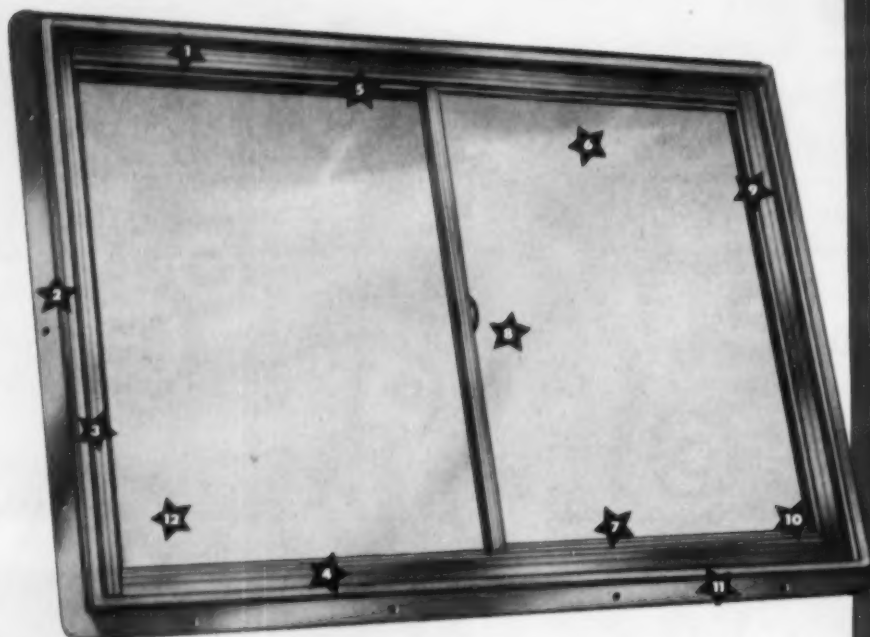
1. Embossed Steel Cabinet 2. Automatic Controls 3. Slotted Burner 4. Balanced Blower 5. Sound-Absorbent Pads 6. Turbo-Dryer Cooling Coils 7. Low Pressure Drop Condenser 8. Sealed Refrigerant System

Strikingly New!

SLIDE-TITE

Aluminum Horizontal

PRIME WINDOWS



A Dozen Different Extra Value Features

Winter Seal—leading extruders-manufacturers of aluminum products for the home—now introduce an outstanding new horizontal sliding prime window—SLIDE-TITE. As the name implies—it operates smoothly, easily, quietly—yet is sturdy, snug-fitting and weatherproof.

This horizontal window is a must for modern living—and Winter Seal SLIDE-TITE is a must for top quality at low price. Check the advanced features at the right and then check with your jobber. If he doesn't yet handle SLIDE-TITE, write Winter Seal at the address below—TODAY.

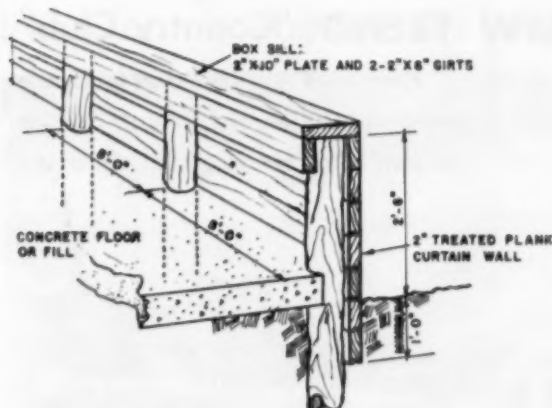


EXTRUDERS—MANUFACTURERS
— Aluminum combination storms
and screens for all window types —
Conventional and Round Top Com-
bination Doors — Separate Screen
and Storm Panels—Prime Slide-Tite
Sliding Windows—Jalousie Win-
dows and Doors.

WINTER SEAL CORPORATION • MEYERS ROAD • DETROIT 27, MICH.
WINTER SEAL OF CANADA, TORONTO 15

- 1 Exterior trim is part of one-piece window frame.
- 2 Integral rolling fin—all holes properly punched and positioned for labor-saving, rapid installation.
- 3 Soft, self-staked finish with longer coating is unusually attractive and durable.
- 4 Exclusive, patented, "hide-away" weep holes provide a very effective drainage.
- 5 Sash is completely weatherstripped with stainless steel, providing friction-free operation and complete weather protection.
- 6 Sash is removable from inside the house for easy cleaning.
- 7 Virgin vinyl glazing (laminar) is oil-tight and durable.
- 8 Positive, double-acting stainless steel lock protects against break-ins and assures seal at meeting rails.
- 9 Microscopic, precision die production methods assure ease of operation.
- 10 Simplicity of design and construction makes for quick and easy assembly.
- 11 SLIDE-TITE is a complete packaged unit. No additional hardware or screws needed. Set it—square it—call it.
- 12 Storm and screen panels can be supplied where specified. Everything is provided for quick and easy installation.

NOTE: Winter Seal products are designed for KD shipment and easy local assembly. Write for information on how this saves time for Jobbers, Dealers and Builders. Franchise distributorships available.



This simple and
low-cost base . . .



will serve most farm
utility buildings

A wood pole pier foundation developed at the Illinois Station, University of Illinois, Urbana, Illinois, has wide application as a low-cost base structure for manufactured, clear-span, utility-type farm buildings such as machinery storage sheds.

Pressure-cresoted pine posts with a six-inch top diameter are topped with a box sill built of 2 by 6 girts and a 2 by 10 plate. The curtain wall is of 2-inch center-matched planking both creosoted and Wolmanized and extends from the sill to 12 inches or more below grade.

The 6½-foot posts are sunk four feet into the ground. Posts are aligned on the outside edge to obtain a straight exterior wall and the sill girts are leveled and nailed at the required height. In some cases, it may be necessary to trim the posts or shim in back of the girts. Tops of posts that project above the girts are cut flush with the tops of the girts. The sill is spiked to the top of the girts and the wood poles.

Planks for the curtain walls are 16 feet long to span three 5-foot intervals and allow for squaring ends and adequate nailing surface.

A 40 by 60-foot foundation would require 38 posts 6 inches by 6½-feet, 200 linear feet of 2 by 10's, 336 linear feet of 2 by 6 planks and 1,176 board feet of 2-inch centermatched lumber.



In Air Conditioned Research Village . . .

*lowest cost-to-operate
air conditioned home
is equipped with a
Halstead & Mitchell
Residential
Cooling Tower*



According to cost figures comparing the twenty homes in the Air Conditioned Research Village in Austin, Texas, Halstead & Mitchell Residential Cooling Towers were installed in homes which ranked No. 1 and No. 6. (*Ratings from HOUSE + HOME, March, 1955.*)

HOUSE + HOME, reporting results from the project engineers, showed that water costs with cooling towers for the entire five-month Texas-summer season were as low as \$2.00 per summer. So small was the cost, indeed, that special meters had to be installed to read the daily consumption.

Certainly house design and air conditioning equipment design were the major factors in the low cost of air-conditioning operation in these homes. But it is a tribute that two of America's leading manufacturers selected Halstead & Mitchell's Residential Cooling Towers with such happy results.

AT LEADING WHOLESALEERS EVERYWHERE
Write for your Residential Cooling Tower Catalog today



BESSEMER BUILDING, PITTSBURGH 22, PA.

WOULD YOU INVEST \$31.40* TO SELL YOUR HOMES FASTER?



A Built-in RADIO



... is a mighty profitable investment—and the patented Flush Wall Radio is approved by Underwriters' for installation in walls

- 3 1/2" deep... fits standard 4" partition
- Installs as easily as an electric outlet

* Lower prices in quantities

Write today for specifications

FLUSH-WALL RADIO CO.

1012 AB-8 Cleveland St., Clearwater, Fla.

SET DOOR FRAMES EASIER... FASTER

WITH *Peerless* STRAIGHT EDGE

This high quality mahogany straight edge, made only by Peerless, is especially designed to set door frames easier and faster. Hinged blocks at each end align rough frames at top and bottom quickly and accurately without tedious extra work... straight edge saves enough time with average use to pay for itself in just 30 days.

- Finished natural mahogany, chemically sealed
- Sanded all four sides for highest accuracy
- Designed with large hand hole, two convenient hang holes
- Six highest quality annealed Pyrex vials

SPECIFICATIONS: 5" through center x 1 1/2" on ends x 6' 3 3/4" long. Net wt., 9 lbs.

IF YOUR DEALER CAN'T SUPPLY, ORDER DIRECT. PROMPT DELIVERY.



THE PEERLESS LEVEL & TOOL CO.
STERLING, ILLINOIS

"Over 37 Years Leadership In The Design and Manufacture of Levels"

PRICE ONLY \$25.00

NEW TREND: "Country Club"

Here are 4 ways builders today are providing built-in recreational facilities as part of an average house package



1 Builder deeds pool to buyer corporation

A swimming pool and recreational center for every 200 houses builds strong sales appeal for Wagner's Circle Vista development in El Paso, Texas. The developer deeded the recreational facilities (pool included) to a property owners' swimming pool corporation. The pool and recreational facilities were estimated at \$20,000, averaging out at \$100 per house. Early ex-

perience in El Paso showed a reluctance on the part of FHA to give full appraisal for the houses immediately surrounding the recreational area. Appraisals were off \$500 for the adjacent property and \$250 on the property across the street. Today however, states Wagner, FHA is more favorable after observing how well the recreational area has been received by the buyers.

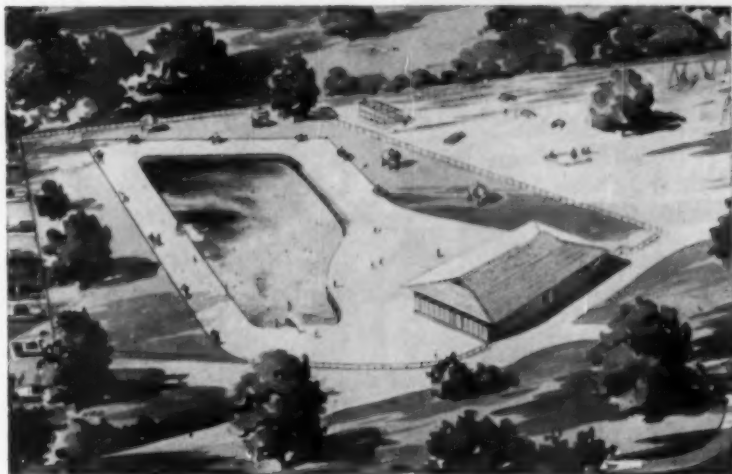


2 Builder holds deed, buyers do the maintenance

This recreational center is in a 30-unit project of moderate-priced homes in Glendora, California. Builder is Frank Neilson. The center is located on a corner of the project and includes a club house, playground, swimming pool, wading pool, and a large concrete slab for roller skating. Cost of the recrea-

tional facility amounts to \$500 per house. Ownership remains with the builder though the buyers get lifetime use with one string attached—maintenance. If the builder is not satisfied that the pool is being properly maintained he has the right to turn it over to the city for public use.

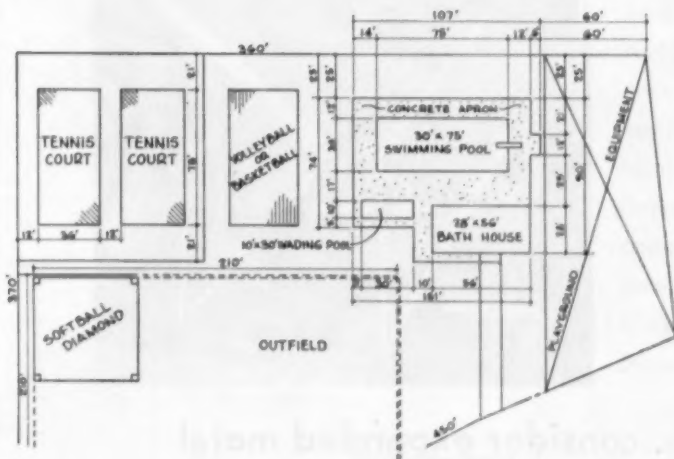
living for moderate-priced homes



3 Builder sells shares in pool at time of sale

Larrymore Lawns in Norfolk, Virginia, features a 2½-acre recreational area. The builder, Leslie Construction South Corporation, sells pool shares as an optional extra at \$125 a share. About 95 per cent of the buyers are electing to go in on

it. Control of the \$50,000 facility is held by the builder throughout the time of developing the tract. Buyers assume maintenance and the salary of a lifeguard. The builder rates this recreational idea high in stimulating fast sales in Larrymore Lawns.



4 Builder donates land, buyers build and finance pool

This 2-acre plot was given to buyers in a new tract by Place and Company, South Bend, Indiana, builders. Buyers raised the money, hired an architect, built the pool. Owners paid \$125 per family for a share of stock in their own pool corporation. The builder purchased 150 memberships so that future homes, to be

built by the builder, would have pool membership. The builder will be reimbursed by the future owners. In another of this builder's developments, residents are starting on a similar deal. Financing was aided when a local bank agreed to finance the \$125 initial membership on a one-year, no interest loan.

**SOLVE
TOUGH
SCAFFOLD
PROBLEMS**

WITH UNIVERSAL
Ezebilt
STEEL PANELS

**THE ONE SCAFFOLD
WITH SAFE
'SWIVEL-ACTION'**

HERE'S WHY:

Universal's Gravity-Lock uses an engineered vertical sleeve which securely locks the braces in construction position. Its exclusive tubular shape permits the braces to 'swivel-turn' within the sleeves without loss in structural strength.

CURVED SURFACE—'Swivel-Action' permits scaffold runs to angle around or inside curved walls.

RACKING DOWN—'Swivel-Action' safely permits racking down from full 5-foot panel width to 40-inches in narrow passageways.

WRITE for NEW CATALOG—Shows how to scaffold all jobs easily with Universal Job-Suited Panels.

**Distributors offer fast service—
Planned to Help You Save**
See your classified phone directory.

UNIVERSAL MFG. CORP.
ZELIENOPLE 13, PA.

A NEW and BETTER



Richkraft 65

F.H.A. accepted in lieu of felt membrane or 55¢ roll roofing!

Cuts labor two-thirds
Gives greater protection
Low cost

● Richkraft 65 is the lowest cost membrane capable of meeting rigid fungus and moisture vapor conditions. The Kraft sheets are pre-treated with special fungicide in accordance with Housing Research Series No. 15 H.H.F.A. Under test, Richkraft 65 was an effective membrane to fungicide and moisture after constant exposure equal to years of time.

Richkraft is easy to lay and easy to inspect. Tough, wide sheets resist puncture and leave a smooth, non-sticky surface for the trades that follow. Two men can do all the work needed. Richkraft 65 actually costs less laid down than two layers of 15 lb. felt mopped or 55 lb. roofing.

— And, there is a width for every job — 3, 4, 6, 7 and 8 ft.

Get the
Whole
Story

Better Quality —
Lower Cost
Ask your dealer!

The Richkraft Company
510 N. Dearborn Street
Chicago 10, Illinois

Please send me a bulletin and a sample of Richkraft 65.

Company Name _____

Address _____

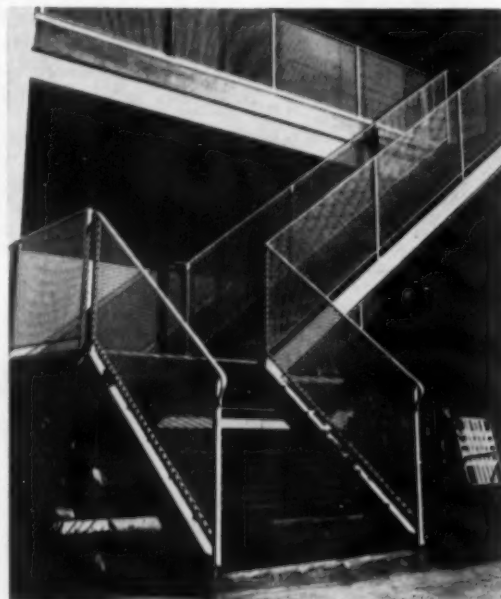
Town _____ Zone _____ State _____

Signed _____ Title _____



This small apartment building makes the most of balconies

To make safety railings attractive . . .

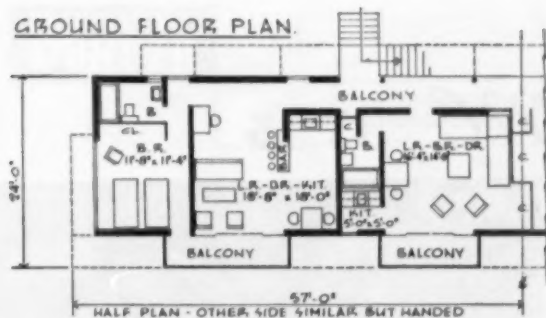


. . . consider expanded metal

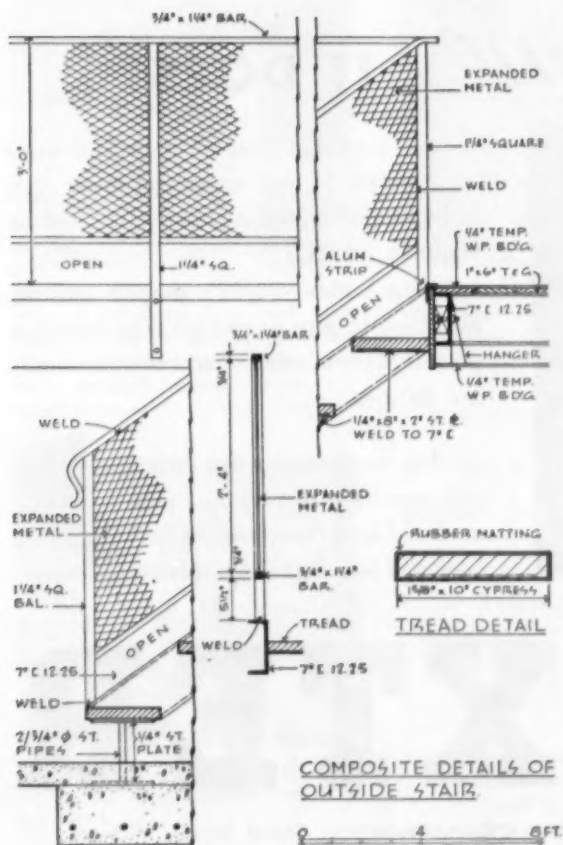
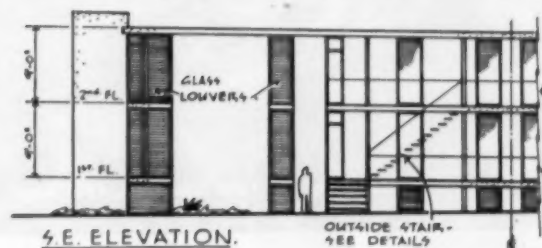
This small eight-apartment building in Sarasota, Florida, was cleverly designed to make the most of balconies. The design overcomes an old problem: how to make safety railings attractive. This was done by the use of $\frac{3}{4}$ -inch diamond pattern Wheeling expanded metal welded to $1\frac{1}{4}$ -inch posts bolted to the concrete. These railings are rigid, yet do not cut off view or air movement.

Designed by Jack West for Sarasota Affiliates, Incorporated, the building gets eight compact efficiency apartments into a 24x114-foot building. Large sliding doors and glass jalousie windows open on the balconies, providing excellent cross circulation. The metal railings, painted in two tones of green, were made by Sarasota Welding and Supply Company.

GROUND FLOOR PLAN.



Floor-to-ceiling sliding doors open on cantilevered balconies, make compact efficiency apartments seem larger. Glass louvered windows add to good cross circulation. Safety railings do not interfere with balcony view or air circulation. Half-plan shows use of balconies front and rear and clever space use in eight-apartment building. Structure is 24x114 feet. Picture on opposite page gives details for expanded metal stair and balcony railings.



COMPOSITE DETAILS OF OUTSIDE STAIR

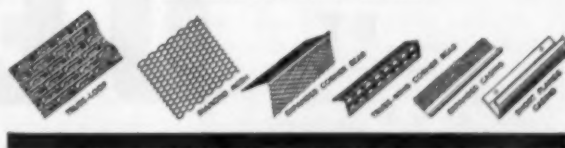
Bostwick Guide to Bigger Profits...



Here's the easiest-to-use metal lath catalog you've ever had. It's new! It puts everything at your finger tips—products, packaging, dimensions, uses and sales offices. Bostwick products have been the favorites of dealers, lathing and plastering contractors for 65 years. And remember, Bostwick has sold exclusively through dealers for all that time. Contractors buy Bostwick products from Bostwick dealers because Bostwick designs and manufactures its lath and accessories to speed up construction and eliminate waste . . . it means bigger profits on every job. Write for your new Bostwick Catalog today. It's your guide to increased sales and profits.

Bostwick

THE BOSTWICK STEEL LATH COMPANY
303 HEATON AVE., NILES, OHIO



Handsome IT IS

Newest DEXTER sash lock and matching sash lift

Handsome new sash lock design presents an extremely low silhouette — only $\frac{3}{8}$ " high. Made of solid brass or steel, in standard finishes. Companion sash lift is modern, good looking. Installation template furnished with each Dexter Sash Lock.



Dexter Sash Lock Cat. No. 1250 (brass), No. 1255 (steel)

Handsome IT DOES



Cross Section Showing Overhang

Dexter Sash Lift Cat. No. 2132 (brass), No. 2133 (steel)

Sash Lock has positive, powerful camming action to pull upper and lower sash tightly together, sealing out drafts and dirt, stopping rattles.

Lift is wide — $4\frac{5}{16}$ ", shaped with an overhang to give easy-to-raise purchase power. Made of solid brass or steel, in standard finishes.

Dealers are featuring this attractive operating display . . . with mounted samples of Dexter Sash Lock and Sash Lift in Solid brass.



BY

DEXTER

DEXTER LOCK COMPANY Grand Rapids, Michigan
A subsidiary of National Brass Company

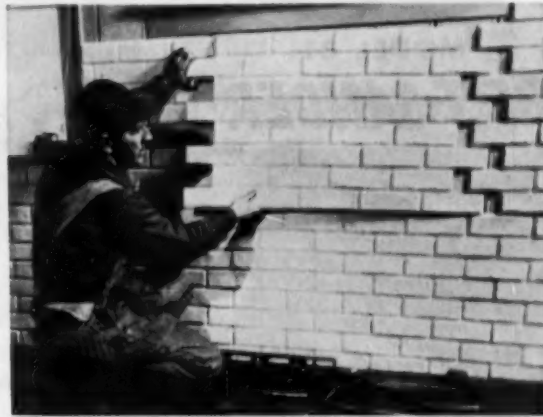
In Canada: Dexter Lock Canada Ltd., Guelph, Ontario

In Mexico: Dexter Locks, Plata Elegante, S.A. de C.V., Monterrey, Nuevo Leon

Your Guide to **NEW PRODUCTS** Information



Holl-E-Wood brick can be fastened to surface with mastic cement, as shown here being applied to hardboard, or by nailing



In cutting and joining panel ends, half brick can be removed at edge of panel to create stretcher courses of common bond, or panel edges can be butted together without extra cutting. Cracks are covered with Holl-E-Wood liquid plastic. When dry, panels become one piece of plastic



Corners are formed by mortising edge at 45 degrees, so two edges meet to form 90-degree corner cut on straight line. In nailing, drive nails through mortar joints. Use small flat-headed nails or brads



Nail heads and corner are covered with liquid white plastic. Then corner is trimmed with knife, sandpaper or rasp

Circle No. 501 on Readers' Reply Card, p. 198B



Holl-E-Wood Brick is white in its natural state, is fine base for latex-based paints applied to simulate any of the many natural colors of natural brick. Stiff bristled paste brush is used to paint mortar joints



Surface covered with Holl-E-Wood Brick has 3-dimensional texture of real brick

Is it real brick or not?

New plastic wall surfacing keeps you guessing

Sheets of polystyrene molded in exact reproduction of a face of a brick wall are now available for use as a wall surfacing material. Called "Holl-E-Wood Brick," the sheets form a base for all latex paints, so the material can be painted in any one of the many natural brick colors. Three brick faces are available: Antique, Modern and Roman.

Sizes of sheets are $46\frac{7}{8} \times 23\frac{7}{8}$ for Modern brick; 43×23 for Roman, $44\frac{3}{8} \times 24\frac{5}{8}$ for Antique brick. Decorating pieces, soldier courses, and paralleling edges are also available. List price is 60 cents a square foot (unapplied). Available through exclusive wholesalers. The Holl-E-Wood Company, Dept. AB, Attn. Sherman A. Holbert, Onamia, Minn.

HERE'S THE ALL-NEW



MODEL 31

BELT-SANDER



for the
FINISHING TOUCH
that means so much

Here's the sander you've been waiting for. It's a lightweight production sander built for hard day-in, day-out use. You get satin-smooth, ripple-free finishes faster and easier than you ever believed possible.

Features include powerful universal motor and sealed ball bearings.

Right side of sander is flush for sanding next to upright objects.

Designed for easy, comfortable handling. Housing is lightweight aluminum alloy.

No side plates or covers to unfasten for changing the 3" wide belt.

A top quality performer at a top value price. \$79.50

No need to "bear down" for effective sanding.



SEE YOUR **Mall** BUILDING PRODUCTS DEALER for a complete line of time-saving MALL power tools.

MALL TOOL COMPANY

PORTABLE POWER TOOLS GASOLINE-ELECTRIC-AM
7732 S. Chicago Ave., Chicago 19, Illinois

I want to know more about MALL tools for builders.

Name _____

Company _____

Address _____

ENT-340

AMERICAN BUILDER

Your Guide to NEW PRODUCTS Information



Aluminum sliding glass doors priced for low-budget installation

The Sun Valley Junior Sliding Door is an all-aluminum door designed to fit the budget of tract or project houses. These doors have two panels—one fixed, one sliding. Units will accommodate glass of 3/16-, 7/32-, or 1/4-inch thickness. Locking stiles are of rigid aluminum extrusions with satin finish. Jambs and interlocking stiles are fully weatherstripped with extruded neoprene. Available through national distributors. List prices: 6-foot doors, \$90; 8-foot doors, \$102; 10-foot doors, \$114; 12-foot doors, \$126. Sun Valley Sliding Door Company, Dept. AB, Attn. E. H. Halsey, 8354 San Fernando Rd., Sun Valley, Calif.

Circle No. 302 on Readers' Reply Card, p. 1988

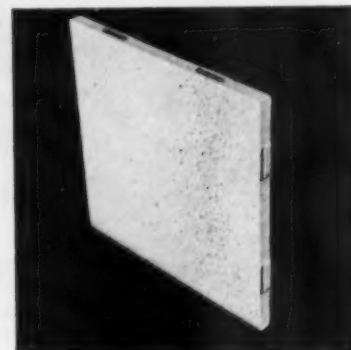


New Hopto digger has more power

The Hopto Digger Model 200 DTM-55 has two new features: a 20 per cent increase in power and a boom and dipper stick of formed plate. Inside diameter of hydraulic cylinders that operate boom, dipper-stick and bucket control has been increased 5 inches. This, in addition to rigidity and strength of the formed plate dipper-stick and boom, eliminates possibility of damage to cylinders. Unit can be mounted on any one-and-a-half ton or larger truck, can be powered by air-cooled or water-cooled unit or from power take-off of truck, has high lift and digging depth

of about 11½ feet. Unit is completely hydraulic. Available now through distributors. Price: about \$4,000 less truck. Badger Machine Co., Dept. AB, Attn. U. S. Shugart, 1124 West Fifth St., Winona, Minn.

Circle No. 503 on Readers' Reply Card, p. 1988



New space bars make easier tile installation

Ceramic tiles are now available with small spacers or bars on each side of the tile. These spacers or bars automatically provide a joint of 1/32-in. to 3/16-in. between individual tiles, simplifying installation, since all joints are automatically uniform. Tile Council of America, Dept. AB, Attn. Joe Bannon, 10 East 40th St., New York, N. Y.

Circle No. 504 on Readers' Reply Card, p. 1988



New floor tile looks like cork

"CorkAtile" is a floor tile that combines the appearance of cork and the advantages of asphalt. It comes in three natural cork shades—light, medium and dark—which may be combined effectively. HAKO CorkAtile is a standard size tile, precision die cut with clean square edges that assure perfect fit on sides and corners and uniform thickness. Available now through Hako distributors. Prices: "C" group. Hachmeister-Inc., Dept. AB, Attn. M. D. Gladstein, P. O. Box 357, Pittsburgh 30, Pa.

Circle No. 505 on Readers' Reply Card, p. 1988



*Opens Cabinet Doors...
Automatically*

at gentle touch of finger, wrist, elbow or knee



R-280



**NATIONAL
TUTCH LATCH**

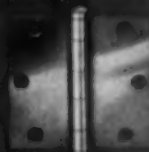
The Only Tutch Latch Made in U.S.A.

● Thousands of installations prove the outstanding popularity of National Tutch Latch. Hard usage day after day points up the fact that Tutch Latch provides positive latching action... assures years of trouble-free service. Completely concealed from exterior view, Tutch Latch brings modern beauty to every kitchen. It is quickly and easily installed on side, top or bottom of wood cabinets. National Tutch Latch is supplied complete with screws and strike. Investigate National Lock's complete line of outstanding hardware for every purpose. It's manufactured of the finest quality materials.

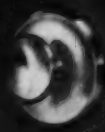
Order These Other "All From 1 Source" Items, Too



NATIONAL
LOCKSETS



BUILDERS
BUTTS



CONCAVE
KNOBS



CABINET
HARDWARE



distinctive hardware...all from 1 source
NATIONAL LOCK COMPANY

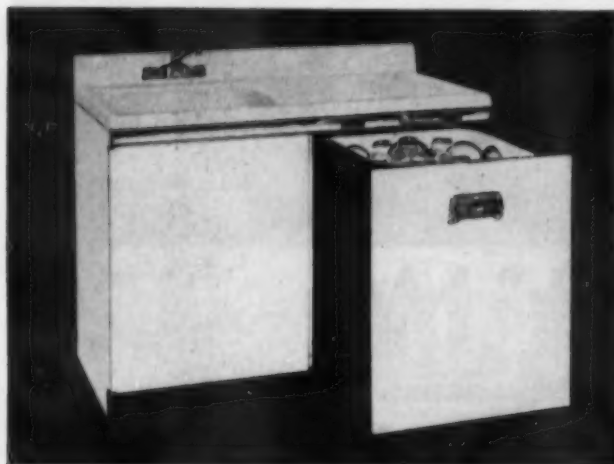
ROCKFORD, ILLINOIS • MERCHANT SALES DIVISION

USE G-E APPLIANCES

MORE WOMEN SAY THEY'RE BEST!*

*For easier...quicker
...more profitable
SALES!*

*Well over half of all women questioned in a recent national survey said: "General Electric makes the best appliances for the home." Yes sir! There's a world of hard selling power in G.E.'s preferred appliances!



New, feature-packed 48" electric sink

G.E.'s new, deluxe-model electric dishwasher-sink changes the sink area in new homes from a work center to the glamour spot of the kitchen.

This feature-packed new appliance adds the customer appeal you need for quicker sales of your new homes. Pre-plumbed for easy, one-trap installation.



New, low-cost Disposall®

Introducing the new, deluxe FC-40 at a price you, as a builder, can't afford to overlook! Big capacity. Continuous feed. Quick, easy installation. Removable plug for dishwasher drain connection.

Custom models FA-4 and FA-45 feature safety Twistop control, and written, 5-year warranty.



NEW variety in dishwasher designs— even one with a wooden front!

Models that fit to the right or left of sink! Models with real wood fronts in knotty pine, birch, mahogany or oak! Also available in G-E Mix-or-Match decorator colors.

Space-saving 24" model. Fits under counter. Free-standing model, with separate top, also available!

Progress Is Our Most Important Product

GENERAL  ELECTRIC

General Electric Company, Dishwasher and Disposall Dept.,
Appliance Park, Louisville 1, Ky.

STEEL
Craft

You Can Depend on Steelcraft

• STEELCRAFT • STEELCRAFT • STEELCRAFT •



SCHOOLS



APARTMENTS



HOUSES

REDUCE MAINTENANCE WITH STEELCRAFT HEAVY-DUTY

Aluminum Double-Hung WINDOWS

**... Retain Beauty and
Long Wear Service**

Steelcraft Aluminum Double-Hung Windows are built of heavy section aluminum extrusions, precision engineered and designed to meet the exacting requirements of architects and engineers. For schools, hospitals, commercial buildings as well as finer homes.

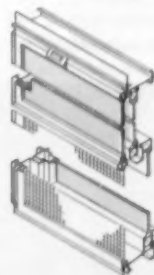
Check these features . . .

CONVENIENT, EASY OPERATION is assured through full width upper sash-pull and lower sash-lift designed as integral parts of the window.

COMPLETELY INSULATED with cushioned, hollow-rubber gasket at the head, sill, and meeting rail and flexible stainless steel weatherstripping in jambs.

FINGER-TIP CONTROL and quiet operation is secured by adjustable spiral balances assuring smooth, trouble-free operation.

FACTORY GLAZED with solid rubber glazing beads for weathertightness and beauty, if required.



STORM SASH
AND SCREEN
INSTALLATION



Write today for complete information on
Steelcraft Aluminum Double-Hung Windows.

THE STEELCRAFT
MANUFACTURING COMPANY
Rossmyrne, Ohio (In Greater Cincinnati)

The Steelcraft Mfg. Co., Dept. AB-555
9017 Blue Ash Rd., Rossmyrne, Ohio

Please send me complete information on Steelcraft Aluminum Double-Hung Windows.

NAME TITLE
COMPANY
ADDRESS
CITY ZONE STATE

Veni-Flex WOVEN WOOD SLAT
FOLDING DOORS & ROOM DIVIDERS

Functional *Beauty*



with the all-important

Feminine *Appeal*

Sell the homemaker and you've sold the home! That's a sound home-building rule that's been proven by the popularity of Veni-Flex Folding Doors. Veni-Flex offers instant eye appeal, exciting versatility, dramatic color harmonies . . . creates the illusion of added spaciousness and the ultimate in modernity. Yet Veni-Flex doors cost far less to install than conventional doors . . . eliminate waste space . . . create closures that would be impossible otherwise. Smart builders specify **VENI-FLEX**, the door of many uses. Investigate Veni-Flex **TODAY!**

ROL-TRAK



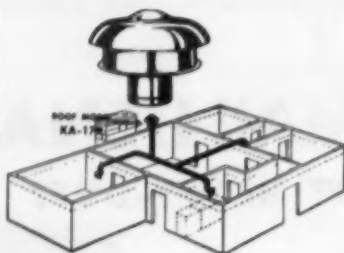
Rol-Trak hardware, exclusive with Veni-Flex, provides easy-glide operation, fingertip control, attractive appearance, years of trouble-free service.

Write for Descriptive Veni-Flex Folder Today!

CONSOLIDATED
GENERAL PRODUCTS, INC.
24th & Nicholson, Houston, Texas

AMERICAN BUILDER

Your Guide to NEW PRODUCTS Information



Wall or roof-mounted multiple-vent fan pulls from 1, 2 or 3 intakes, purchase includes free range hood

Stewart Industries' new Multiple-Vent all-aluminum, weatherproof fan is available in two models—for exterior wall mounting or for roof mounting (shown above). In either fan system, fan pulls air from up to three interior grilles. Standard 7-inch round ductwork is used. Only 7 $\frac{1}{2}$ -inch grille opening is required in wall or ceiling. Fan has 800 CFM capacity, 3-speed operation, sealed motor and fan unit, self-cleaning blades. Available through wholesalers and dealers. To introduce their new line of range hoods, manufacturer will offer a free Kitchen-Aire hood with the next purchase of their multiple-vent fan described here or with purchase of their single-vent fan. Retail price: wall mounting, \$69.95; roof mounting, \$74.95. Manufacturer will give liberal builder-contractor discount. Stewart Industries, Inc., Dept. AB, Attn. Rollin E. Stewart, 318-X East St., Indianapolis 2, Ind.

Circle No. 506 on Readers' Reply Card, p. 198B

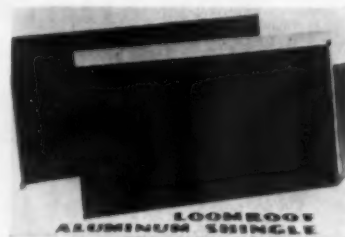


Packaged wall closets and closet fronts can be installed in 1/2 hour

"Milo" cabinet-wall closets and closet fronts are available in a wide range of standard sizes to meet all storage needs. "Packaged," they are designed to save construction time and labor, can be assembled and installed by a carpenter in less than a half hour. They are made of Presdwood panels reinforced with steel on all edges and are used with Milo extruded aluminum overhead

tracks. Available now through dealers. List Price: \$70.20 for Type Two closet front, 5 feet 10 inches wide. Milo Products Corp., Dept. AB, Grantham, Pa.

Circle No. 507 on Readers' Reply Card, p. 198B



New aluminum roofing shingle

"LoomRoof" is a roofing shingle whose all-aluminum construction provides a material that is fire-proof, rust-proof, termite-proof and light in weight (50 pounds per square). LoomRoof has a four-way lock, each shingle being firmly locked in place to give it a water-tight seal and to resist high winds. Each shingle is grained to give shadow-line effect; each has a baked enamel finish in a choice of 12 colors. LoomRoof acts as an insulator helping to keep house cool in summer, warmer in winter. Available through distributors in areas of over 150,000 in population. Price: \$36 per square. LoomRoof Corporation of America, Dept. AB, Attn. Monte M. Blum, P. O. Box 9536, Pittsburgh 23, Pa.

Circle No. 508 on Readers' Reply Card, p. 198B

Three-valve shower diverter features shower volume control

With the new 580 Series Barnes Diverter, bathers can control shower flow from full pressure to a trickle without altering the temperature of the water. Shower can be turned off for soaping and shampooing, can be turned on again and water will remain at temperature originally set. With one-piece bronze body construction, leaky joints and threaded assemblies have been eliminated. "Spin-On" escutcheons allow full 1 $\frac{1}{2}$ -inch roughing-in variations; they spin into place flush against wall regardless of tile or plaster condition and do away with unsightly escutcheon holders. Available through plumbing and hardware wholesalers. List price: \$19.56. Barnes Mfg. Co., Dept. AB, Attn. Fred Hout, 651 North Main St., Mansfield, Ohio.

Circle No. 509 on Readers' Reply Card, p. 198B

NO FLOOR SPACE NEEDED

with **WILLIAMSON**
WATERLESS COOLING

Exclusive Counterflow Air Refrigeration



Now air conditioning is practical in the most compact basementless home using a counterflow furnace. Exclusive WILLIAMSON Waterless Counterflow Cooling, incorporated into the perimeter heating system, provides efficiency equal to other type systems, yet requires no additional floor space.

- ELIMINATES THE USE OF WATER
- COSTLY WATER AND SEWER CONNECTIONS AVOIDED
- NO FLOOR SPACE REQUIRED
- NO WATER TOWER OR PUMP NECESSARY
- EASILY INSTALLED . . . (90% FACTORY PRE-WIRED)
- CONDENSING UNIT OUTDOORS . . . SAVES SPACE, ELIMINATES INDOOR COMPRESSOR SOUND
- INSTALLATION OF COIL ENCLOSURE MAKES POSSIBLE COMPLETION OF SYSTEM ANY TIME IN FUTURE
- OPERATING COSTS EQUAL TO OTHER SYSTEMS
- COMPANION FURNACE UNIT COMPLETELY ASSEMBLED AND FACTORY WIRED
- FREE ENGINEERING SERVICE ON ANY PROJECT

Here is your opportunity to offer low cost YEAROUND air conditioning in your homes without sacrificing space. The evaporator coil is located in the enclosure upon which the furnace is mounted. The waterless condensing unit is located outdoors with connections made through a 3" pipe concealed in the floor. No extra floor space is used. Only WILLIAMSON Waterless Cooling offers these advantages.

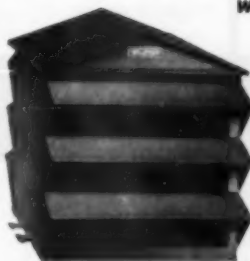
If you desire, install only the cooling coil enclosure and floor conduit. This additional material, usually costing less than \$35.00, is all that's required to offer the home-owner future cooling possibilities. Remember, a home built today without cooling equipment or provision for future summer air conditioning may be obsolete within 5 years. Give your homes an attractive selling extra by at least installing the 3" pipe and coil enclosure.

Write today for full details on **EXCLUSIVE**

WILLIAMSON Waterless Counterflow Cooling.

NO FLOOR SPACE NEEDED!

Illustrated above is the coil enclosure installed below a WILLIAMSON furnace. The evaporator coil is secured in a horizontal position. Below the coil are slanted fins which collect moisture removed in the air cooling process. A removable damper permits air to bypass the coil during winter furnace use. This unit is offered in a variety of sizes enabling it to fit most counterflow furnaces with belt driven blowers.



Illustrated at the left is the waterless outdoor condensing unit. It contains the compressor, condensing coil and fan, receiver, dual pressure control and sight glass. Only 5 major electrical and 2 refrigerant line connections are required on the job. The refrigerant liquid and suction lines and the condensate drain pipe travel from the outside unit to the coil enclosure through a 3" diameter 24 gauge galvanized pipe installed in the floor. Installation of this pipe and coil enclosure makes possible completion of cooling system any time in future.

THE
WILLIAMSON
HEATING COMPANY

3563 MADISON ROAD
CINCINNATI 9, OHIO

**project
builders buy
American**

**AMERICAN SHOWER DOOR COMPANY
PRODUCTS USED EXCLUSIVELY BY
PRAYER & SONS IN THEIR RUSKIN HEIGHTS
PROJECT NEAR KANSAS CITY, MISSOURI**

shower doors & tub enclosures sell houses

**FOR BETTER QUALITY AND LOWER PRICES BUY
AMERICAN. WORLD'S LARGEST MANUFACTURER OF
SHOWER DOORS & TUB ENCLOSURES**



SHOWER MAID

The only foldaway* tub enclosure made... guaranteed unbreakable. Completely adjustable for easy installation.

*For easy tub cleaning and bathing children. Pat. 2699827



SHOWER DOORS

The finest stall shower doors made. Sturdy aluminum frame. Semi-obscure glass. At NEW LOW BUILDER PRICES



AMERICAN MAID #1

The real price glass tub enclosure of the year! Complete package for easy installation. Investigate this price and be amazed!

we will not be undersold!

*write or phone
today, collect!*

**Warehouses in
chief cities give
you over night
service almost
anywhere in
the U. S. A.**

American Shower Door Co., Inc.

936 N. Cahuenga Blvd., Hollywood 38, Calif.

Please send full details and prices.

NAME _____

FIRM _____

ADDRESS _____

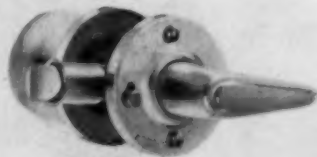
CITY _____

STATE _____

Canadian Representation — Ridgewood Service Corporation, 6819 Decarie Blvd., Montreal

**AMERICAN
BUILDER**

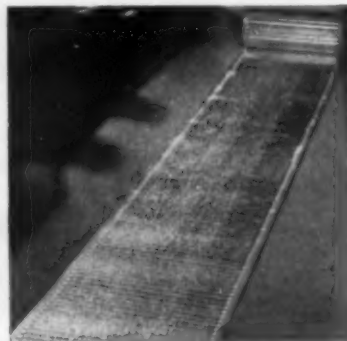
NEW PRODUCTS



New screen door latch

The new Kwikset steel and brass screen door latch No. 4140 is easily installed without mortising for strike or latch face and is adjustable for doors 3/4- to 1 1/4-inch thick. The latch is locked with a touch of the finger and can be used for all screen doors, storm and combination doors with or without door closers. Available now in all popular finishes through hardware jobbers and dealers. List price: \$2.30 for brass, bronze, aluminum. Kwikset Sales and Service Co., Dept. AB, Attn. J. St. John, 516 East Santa Ana St., Anaheim, Calif.

Circle No. 510 on Readers' Reply Card, p. 198B



New metal roofing comes in rolls, can be used as siding, too

Ceco Steel's new cross-corrugated roll roofing and siding is galvanized and zinc-coated. Rolls are stored upright and are rolled out in place where needed. The continuous rolls eliminate side laps—preventing leakage and loosening of side laps by wind. No solid deck is required and roof boards are required only for the longitudinal and end laps. Each roll has a strip of sealer applied to the upper edge, protected with removable waterproof paper. Crimped edge of roofing seals the laps, eliminates need for matching corrugations when erecting. Available through lumber and building supply dealers. Ceco Steel Products Corp., Dept. AB, Attn. Don Poor, 5601 W. 26th St., Chicago 50, Ill.

Circle No. 511 on Readers' Reply Card, p. 198B

AMERICAN BUILDER

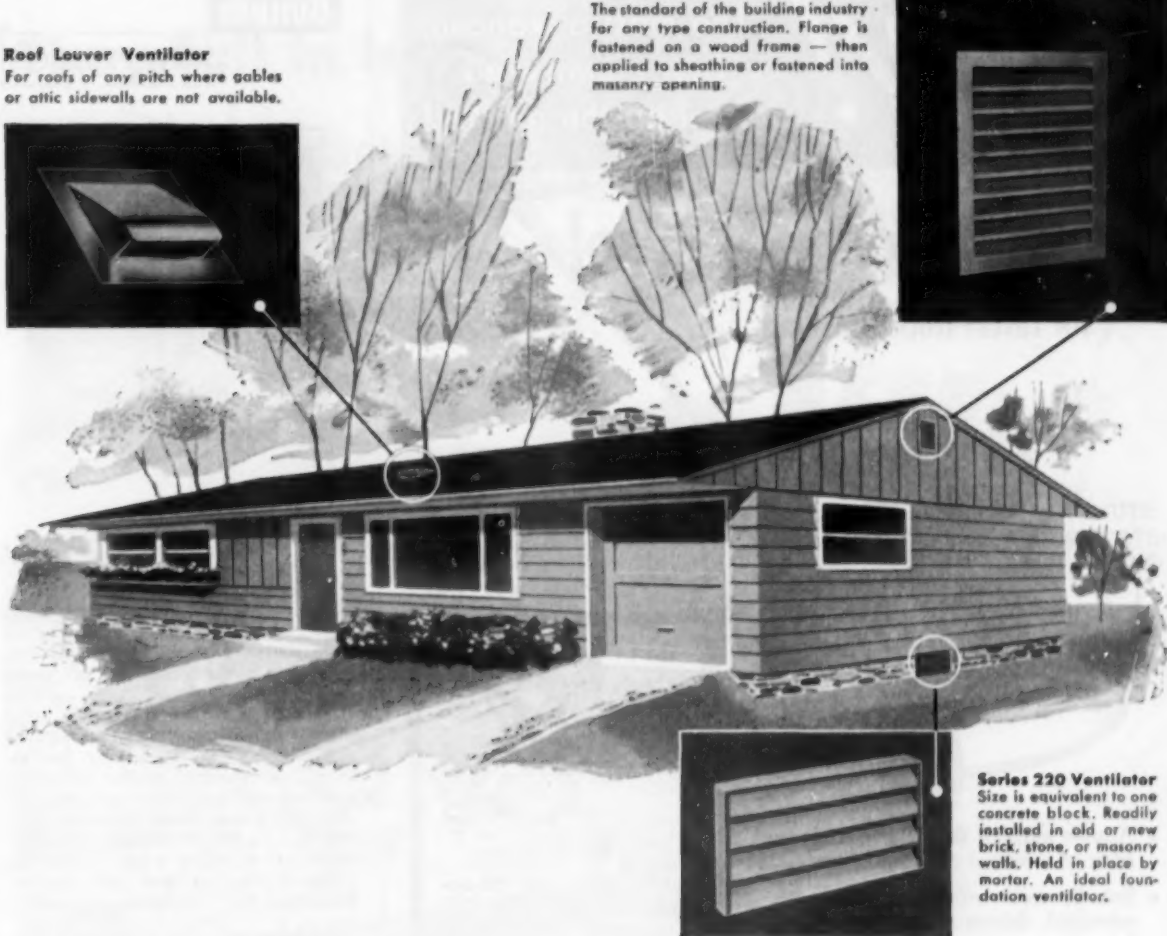
Roof Louver Ventilator

For roofs of any pitch where gables or attic sidewalls are not available.



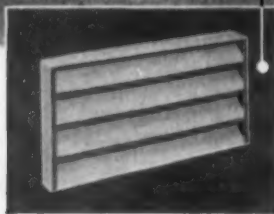
Series 300 Louver Ventilator

The standard of the building industry for any type construction. Flange is fastened on a wood frame — then applied to sheathing or fastened into masonry opening.



Series 220 Ventilator

Size is equivalent to one concrete block. Readily installed in old or new brick, stone, or masonry walls. Held in place by mortar. An ideal foundation ventilator.



MILCOR Louver Ventilators help you protect the home-owner — and your reputation

IN today's air-tight, insulated homes, summer attic heat and winter moisture condensation are potentially serious problems. Interior moisture vapors pass through ceilings and walls, then condense. This causes paint to blister and structural members to rot.

You can help the home-owner avoid these problems, and save him money, too, by installing Milcor Louver Ventilators to draw off moist dead air and supply fresh dry air.

There's a Milcor Louver Ventilator for every need — for application to masonry or stone, sheathing or siding. All are (1) low in cost; (2) easy to install; (3) durable — made of heavy, non-streaking, galvanized steel; (4) fitted with a framed, removable, insect screen.

So when you build to sell — or build or remodel on contract — include Milcor Louver Ventilators in your bill of materials. See your building supply dealer.

9-133A

INLAND STEEL PRODUCTS COMPANY

4023 WEST BURNHAM STREET • MILWAUKEE 1, WISCONSIN

BALTIMORE 5, MD., 5300 Pulaski Highway • BUFFALO 11, N. Y., 64 Rapin St. • CHICAGO 9, ILL., 4301 S. Western Blvd. • CINCINNATI 25, OHIO, 3240 Spring Grove Ave. • CLEVELAND 14, OHIO, 1541 E. 38th St. • DETROIT 2, MICH., 690 Amsterdam Ave. • KANSAS CITY 41, MO., P. O. Box 918 • LOS ANGELES 58, CALIF., 4807 E. 49th St. • NEW YORK 17, N. Y., 230 Park Ave. • ST. LOUIS 10, MO., 4215 Clayton Ave.

*Reg. U. S. Pat. Off.

MAY 1955

171

NEW!

The most advanced,
best engineered
trowel on the market!

STOW Roto-Trowel

for faster floor finishing

STURDY
STATIONARY
GUARD RING



DEAD-MAN
CONTROL

Model G-34 Gasoline

Also available as
Electric model E-34

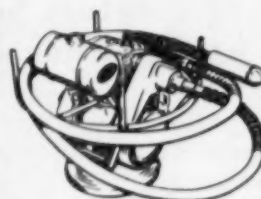
- Allows surface floating within one hour of removal of screed from job
- Roto-Trowel, with floating blades attached, drives air-pockets out—brings up moisture to produce an excellent surface
- With finishing trowels in place, adjusted for specific conditions of the job, Stow Roto-Trowel provides a smooth, level, even finish

Stow Roto-Trowel is:

Ruggedly constructed to do an excellent job on any concrete slab. Pitch Control provides exact adjustment of trowel pitch while machine is in motion. Dead-Man Control stops trowel blades the instant the operator lets go of lever. Equipped with rugged 34" dia. Stationary Guard Ring, does not rotate, permits close-to-wall work. Quick change blades reverse for double life. 2½ H. P. engine.



G45-C Flexible Shaft Concrete Grinder—an efficient, lightweight tool built on a wide wheel base for stability, caster fitted for easy mobility.



AGW Vibrators—heavy-duty vibrators especially recommended for compacting thick floor slabs, walls, piles and foundations.



Stow Vibrating Screeds—strikes off a smooth surface that is true to grade, at the same time thoroughly vibrating the concrete.

Write today
for Bulletin 555



STOW MANUFACTURING CO.

142 SHEAR ST., BINGHAMTON, N. Y.

AMERICAN
BUILDER

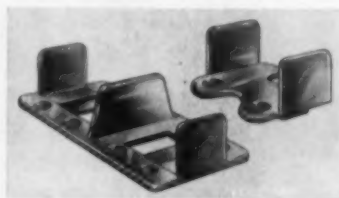
NEW PRODUCTS



Pictorial glass tub enclosures

Stylon Company's glass tub enclosure is framed in heat-treated, extruded, corrugated aluminum. Available in choice of fluted or frosted glass bonded with "water seal" insulator and set in a water-tight neoprene gasket. Etched glass is available in choice of fish, swan or mermaid designs. Will fit 4-, 4½-, 5-, and 5½-foot tubs and comes complete with matching towel bars, screws, mastic and simple installation instructions. Five standard models are available and odd sizes may be ordered at slight extra cost. Retail price for style No. 111 is \$89.95. Height is 5 feet; widths are 4 feet or 4 feet 6 inches or 5 feet. Stylon Co., Dept. AB, Attn. V. Mazzarisi, 649 Lexington Ave., Clifton, N. J.

Circle No. 512 on Readers' Reply Card, p. 1988



Improved pocket door and sliding door hardware

Improved Leigh door hardware, including new plastic guides and nylon wheels, is now available. The new guides are pressure molded of plastic to assure smoother operation and elimination of sharp edges. The new Leigh Duo-Guides for by-passing doors eliminate the conventional metal strips or the cutting of a slot in the bottom of door, can be adjusted to fit 1¼-, 1¾- and ¾-inch doors. The pocket door guide is molded in one piece and is quickly screwed in place with three screws. Available through Leigh jobber outlets. Air Control Products, Leigh Building Products Division, Dept. AB, Attn. K. L. Babcock, Coopersville, Mich.

Circle No. 513 on Readers' Reply Card, p. 1988

AMERICAN BUILDER

"They fall in love with...

"Pioneer" by American Kitchens"



say **G. J. Lippmann and V. J. Verra**
of **Morval Homes, Inc.**, Builders of Park
Village, Cranford, N. J.



WOOD
For Warmth
COPPER
For Charm
STEEL
For Strength



Trend-Setting American Kitchens Offer You Home-Sales Insurance

Give people a kitchen they fall in love with, and your homes virtually sell themselves! Builders Lippmann and Verra know from experience. "They all fall in love with American Kitchens. It's a big sales tool . . . a form of sales insurance . . . helps us sell more homes faster."

Morval Homes, Inc., is just one of hundreds using "Pioneer" by American Kitchens . . . and selling their

homes faster.

WOOD-COPPER-STEEL combined with all the new exclusive work-saving features . . . color schemes created by Beatrice West, famous home color consultant . . . makes American Kitchens the most potent selling tool budget-wise for clinching more home sales faster! Send coupon today! Get full information on this house-selling line!

There are 137 homes in Morval Homes Park Village Project—all equipped with American Kitchens . . . all seven-room tri-level models selling for under \$17,000.

American Kitchens Constructed of Steel for Lasting Appeal!
SELL YOUR HOMES FASTER

AMERICAN KITCHENS DIVISION



CONNERSVILLE, INDIANA

AMERICAN KITCHENS, Dept. 555
AVCO Manufacturing Corp.
Connerville, Ind.

☐ I'd like to have "no obligation" quotation on my next kitchen.

☐ Please send your new Architects' and Builders' File.

Name

Address

City Zone State



Homes are easier to sell...



... sparked by the glamour and beauty of features fashioned of

RESOLITE

TRANSLUCENT FIBERGLASS PANELS

Translucent, colorful coverings for porch, breezeway, carport and partition LOOK like luxury. These modern features add eye-appeal and greater saleability to the homes you build. Mr. and Mrs. J. Q. Public go for them because they've *already* been sold on the durability, beauty and utility of these translucent fiberglass panels.

Yet they cost you less! That's because Resolite covers big areas *fast*, and it's easy to work and install. Add to that the facility of Resolite installation accessories and it's easy to understand why your man-hours reduction means real overall building economy!

Your distributor can supply you with complete information about Resolite. For his name, write:

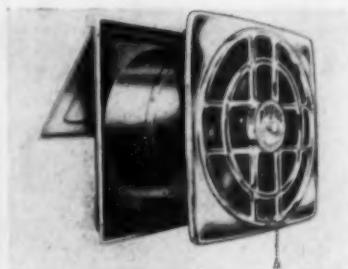


RESOLITE CORPORATION, Box 508, ZELIENOPLE, PA.

Distributors in principal cities, U.S., Canada and foreign countries

**AMERICAN
BUILDER**

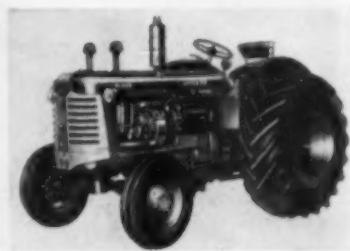
NEW PRODUCTS



All-size sleeve permits easy installation of this ventilating fan

Progress Manufacturing Company's kitchen ventilating fans can be installed easily in any wall of thicknesses up to 14 inches because of an all-size sleeve. Wall ventilating model shown above has chrome finish (baked white enamel also available), is of heavy gauge steel with rust-proof outdoor finish. A release of the chain opens the back "auto-door" and instantly starts the motor. A pull on the chain closes the door and automatically stops motor. Wall models with wall switch and ceiling fans are also available, through wholesale electrical distributors. Progress Manufacturing Co., Inc., Dept. AB, Attn. William Steel, Castor Ave. and Tulip St., Philadelphia 34, Pa.

Circle No. 514 on Readers' Reply Card, p. 198B



Powerful new tractor is easy to handle

The Oliver Super 99 GM Diesel is said to be the most powerful general purpose tractor on wheels. According to corrected ratings observed during manufacturer's tests, it develops 72 h.p. on the drawbar, 80 h.p. on the belt. The tractor has a 2-cycle General Motors diesel engine, starts quickly on diesel fuel alone. Other features: a six-forward-speed transmission, a flat operator's platform with an abundance of room, rubber spring seat, double-disc differential brakes, and a re-circulating ball-type steering gear that makes this big tractor easy to handle. The Oliver Corporation, Dept. AB, 400 W. Madison St., Chicago 6, Ill.

Circle No. 515 on Readers' Reply Card, p. 198B

AMERICAN BUILDER

LIFETIME *Quiette* SWITCH

INTERCHANGEABLE *Quiette* SWITCH

Junior *Quiette* SWITCH

1891 Type

QT-1 Type

Q1-Type

ARROW
AH
HART

Quiette
LIGHT SWITCHES

QUIET, SAFE OPERATION FOR BOTH INCANDESCENT AND FLUORESCENT LIGHTS

Today, your prospects expect a house that's modern in *every* detail, and are quick to notice whether the light switches snap on and off noisily . . . or work with a whisper. That's when Arrow-Hart QUIETTE Light Switches start selling for you. And they *keep* selling because contacts are not mercury but are alloy silver that will carry substantial loads.

Use Arrow-Hart QUIETTE Light Switches in the homes you build. You'll be increasing their salability and your reputation by adding this big touch of luxury at small cost.

- LIFETIME 1891 Type ratings: 15 amp — 120-277 volt ac only; also 20 amp — 120-277 volt ac.
- INTERCHANGEABLE QT-1 Type ratings: 15 amp — 120-277 volt ac only.
- Junior Q-1 Type ratings: 15 amp — 120 volt ac only.

All are listed as standard by Underwriters' Laboratories available in single or double pole, 3-way or 4-way.

ARROW-HART

WIRING DEVICE DIVISION

103 HAWTHORN STREET, HARTFORD 6, CONN.

OFFICES, SALES ENGINEERS AND WAREHOUSES IN:

ATLANTA	DALLAS	MINNEAPOLIS	SEATTLE
BOSTON	DETROIT	NEW YORK	
CHICAGO	INDIANAPOLIS	PHILADELPHIA	HAVANA, CUBA
CINCINNATI	LOS ANGELES	ST. LOUIS	TORONTO, CANADA
CLEVELAND	MILWAUKEE	SAN FRANCISCO	LONDON, ENGLAND

Quality

WIRING DEVICES • MOTOR CONTROLS
ENCLOSED SWITCHES • APPLIANCE SWITCHES



WIRING DEVICE DIVISION

AB

THE ARROW-HART & HEGEMAN ELECTRIC CO.
103 HAWTHORN STREET, HARTFORD 6, CONN.

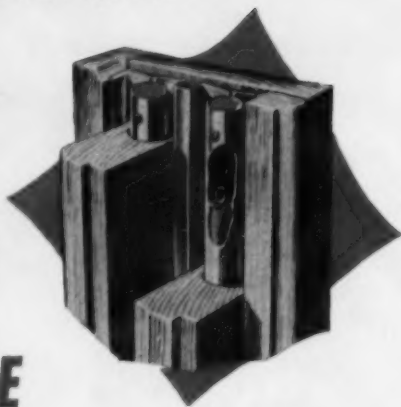
Please send my copy of "New Quiette Switches" folder (Form WD-ST-73)

NAME _____
POSITION _____
COMPANY _____
CO. ADDRESS _____
CITY _____ ZONE _____ STATE _____



QUIET SASH BALANCE SAVES TIME AND MONEY

It's Easier
To Install!



SILENT GLIDE

**The Only Sash Balance On The Market
That Properly Balances Windows and
Stops Window Operation Noise**

This is the sash balance that builders prefer because it's easier to install and quiet in operation. You have a feature to sell when the windows of your houses are equipped with Triple Seal Metal Weatherstripping and Silent Glide Sash Balances. The sash is easily movable and there is a perfect seal against wind, dust and dirt.

Savings In Installation

Just two steps are required to install Silent Glide Sash Balances with Triple Seal Metal Weatherstripping. (See illustration at right.) You save time and money on the job!

Perfect Seal

Triple Seal Metal Weatherstripping seals both sash at four points. It's designed to keep the firm contact that seals out cold, wind and dirt.

No Material Loss

Everything for one window comes in one package. It's easier to handle in the mill or on the job. More time savings. Also available in bulk for mill assembly of window units.



FREE — Hand Model

If you are really interested in using and want to know more about the finest combination window unit on the market, write for a free hand model of Silent Glide.

There's a Greater Demand For Air Conditioning

Be sure your windows are equipped with Triple Seal metal weatherstripping to get the most efficient air conditioning possible.

For information, see your
dealer, sash and door jobber
or write direct.

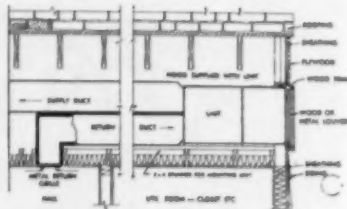


HETTINGER'S
Triple Seal
PATENT NO. 2,172,580

The Weatherproof Products Corporation, Box 8498, Kansas City 14, Mo.

AMERICAN
BUILDER

NEW PRODUCTS



For about \$600 installed— whole-house air conditioning

The new "Vornado" complete home air conditioning unit can be installed in the average 5- or 6-room home for about \$600. The unit does not use water, delivers 22,000 BTU's per hour. It may be installed in attic, crawl space, garage or utility room of new or existing houses, and can be attached to existing furnace or installed as entirely separate system. Compressors, coils, and blowers are all contained in the one unit, giving it the many advantages of a completely self-contained system. Duct work is a new type of insulated prefabricated material that does not require sheet metal work. Unit is powered with twin commercial compressors in two separate systems which can be operated together or one can be cut off for mild days and night cooling. Production of unit started April 1st and it will be available through established distributors. Price: about \$600 installed, including duct work. Commercial Products Division, Dept. AB, Attn. Wes Brient, O. A. Sutton Corporation, Wichita, Kansas.

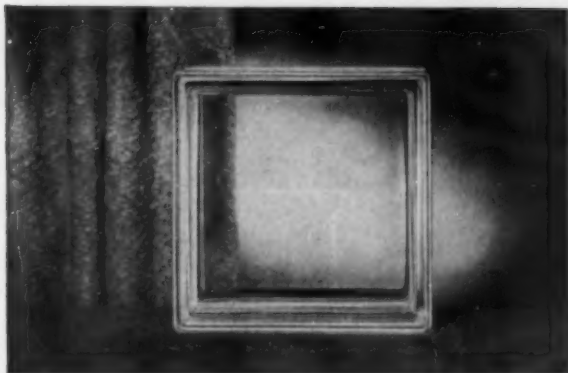
Circle No. 516 on Readers' Reply Card, p. 1988

Counterflow waterless cooling unit is 90 per cent pre-wired

Williamson's Counterflow AIRrefrigeration unit can be incorporated into a perimeter heating system, is available in 2- and 3-ton models. It eliminates the use of water, water and sewer connections, water pumps and water towers. Since it is 90 per cent pre-wired at the factory, it is easily installed. The condensing unit is located outdoors with connections made through a 3-inch pipe concealed in the floor of slab-floor houses or under the floor of crawl-space houses. Available for shipment at once. Heating units are also available, gas-fired and oil-fired. Distributed through jobbers and heating dealers. The Williamson Heater Co., Dept. AB, Attn. C. T. Pfirrmann, 3500 Madison Rd., Cincinnati, Ohio.

Circle No. 517 on Readers' Reply Card, p. 1988

AMERICAN BUILDER



Owens-Illinois Glass Block No. 370

INSULATED Light with sight



Owens-Illinois Glass Block* panels give your homes visible evidence of extra value. Here a panel of Owens-Illinois Glass Block No. 370 provides an attractive wall you can "see through."

No storm windows are needed to keep the clarity of glass block. They won't frost or sweat in winter. They provide better insulation than a window with storm sash. Owens-Illinois Glass Block are easy to handle, easy to store, easy to install, using ordinary mason's tools.

For facts about the many ways you can use Owens-Illinois Glass Block to advantage in your homes, write for any information you need to Kimble Glass Company, subsidiary of Owens-Illinois, Dept. AB-5, Toledo 1, Ohio.

*Formerly known as INSULUX

OWENS-ILLINOIS

GENERAL OFFICES ① TOLEDO 1, OHIO

Biggest By Far!

the Imperial

by

Martha Washington



Bigger families want this bigger oven... it measures a whopping 24 x 19 x 14! ... 30-1/4" overall!

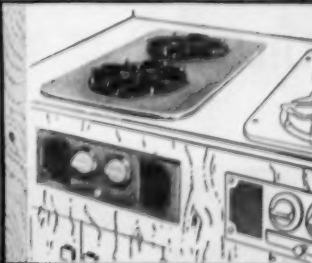
Has extra separate broiler • Gas or Electric • Automatic, if you wish • Glass Door • Completely equipped at prices that break all precedent.

In Copper, Stainless or 4 Colors!

Write for Brochure & Name of Your Distributor

**MARTHA
WASHINGTON**

151 Avenue A
Bayonne, N. J.



**we did it
in February**

**. . . now we
have scheduled
STARCH STUDIES**

an ideal 'COPY TESTING LABORA

for the

JUNE

CLOSING DATE: APRIL 25th

AUGUST

CLOSING DATE: JUNE 25th

SEPTEMBER

CLOSING DATE: JULY 25th

DECEMBER

CLOSING DATE: OCTOBER 25th

**issues of
AMERICAN
BUILDER**



**If you want FREE ads "inserted" . . .
please request it on your insertion order**

another
AMERICAN
BUILDER
exclusive in the
light construction
field!

Everyone knows how the time-tested Starch Readership Studies have repeatedly helped advertisers and agencies improve their advertisements . . . and to determine the over-all achievements of entire promotional campaigns.

TORY' for your advertisements

NOW . . . AMERICAN BUILDER . . . exclusively in the light construction industry . . . offers advertisers and agencies the opportunity to test their advertising directed to this multi-billion dollar market. Starch Studies have been scheduled for the JUNE, AUGUST, SEPTEMBER and DECEMBER issues of AMERICAN BUILDER . . . making available this proven research technique to aid you in discovering how well your sales messages are read by your prospects and customers.

Each "Starched" issue of AMERICAN BUILDER is an ideal 'copy testing laboratory' in itself . . . giving you an exact measure of the readership of YOUR ads. And you can substantially add to their effectiveness simply by analyzing your results in the light of the readership results obtained by competitive advertisers in an identical issue.

It's as simple as that! Yet it's a proven, scientific way to develop better, sales-generating ads . . . ads you KNOW will produce results! All this at NO ADDITIONAL COST to you — which means MORE value for your advertising dollars.

Alert your agency to these AMERICAN BUILDER "Starched" issue dates NOW . . . so that your schedule may include these highly important issues. Your AMERICAN BUILDER sales representative can furnish you with further details on the Starch Study technique and its applications.



American Builder



A SIMMONS-BOARDMAN PUBLICATION

79 W. Monroe St.
Chicago 3, Illinois



30 Church Street
New York 7, N.Y.

MALT-A-MATICS...all around the house

There's no limit on home design with the unlimited possibilities of **MALT-A-MATIC** double-hung wood window units. All around the house **MALT-A-MATICS** add the quality touch that leads to quicker sales. Notice this Malta picture window with double-hung **MALT-A-MATIC** side windows. It's just one of the many attractive Malta arrangements that lead straight to your customers' pleasure and your profits. Write for complete literature today or see your Malta dealer.



REMOVABLE SASH is more convenient for builder and home buyer. Installation is easier, faster . . . means greater savings. Home buyers love the simplicity of **MALT-A-MATIC's** take-out windows . . . lets them clean the outside inside.



JAMB LINERS let you adapt the frame to walls of varying thicknesses . . . from 5 1/4" to 4 1/2". Easy-to-remove . . . require no further working after installation.

The

Malta

Manufacturing Company

Sales Office: Athens, Ohio

Member Ponderosa Pine Woodwork Assn., and N. W. M. A.

AMERICAN BUILDER

brick and tile offer you flexibility— many ways to build-in sales appeal!

When you build homes with brick and tile, you have the advantage of flexibility—in planning, construction and sales appeal.

You have a wide choice of units and systems of building. It's easy to select the type of clay masonry wall that fits your needs exactly.

And certainly no other comparable materials offer you such a range of colors and textures, or so many opportunities to give your home the touch of individuality that boosts sales.

Choose your clay masonry well—build soundly—and cash in on the public's known preference for brick homes!

Build with brick—Sell with brick

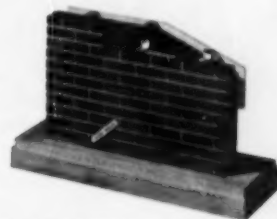
Structural Clay Products Institute

1520 18th Street, N. W., Washington 6, D. C.

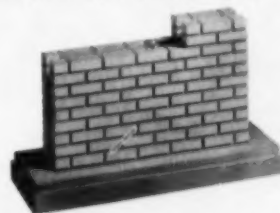


*Reg. TM. RCPBF. Pat. Pending

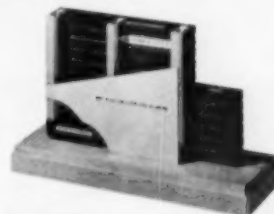
*See these scale-model sales aids
at your dealer's.*



BRICK VENEER WALL—Provides brick's extra protection and beauty at economical cost.

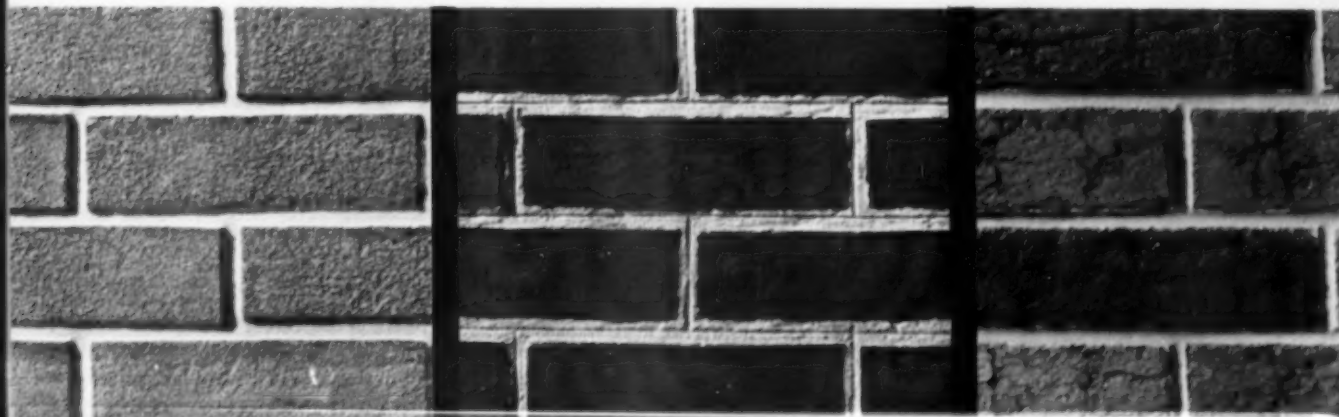


BRICK CAVITY WALL—Makes beautiful brick interiors possible with no sacrifice in weather protection. May be fully insulated.



SINGLE UNIT WALL—Among the new, time and labor-saving thru-the-wall units are "SCR brick®," "SCR brick—type BM*" and various hollow units.

The beauty and variety of brick and tile make home sales easier



*here's the best way
to get more business
from*
NEW CONSTRUCTION

The field of new construction differs from most others when it comes to getting business. *You cannot do any business until somebody decides to build something* in which your product or service can be used . . . The volume of business you do, the profits you make, will be in direct proportion to the number of these selling opportunities you discover . . . *at the right time and at the lowest cost.*

There's one best way to make sure you do not miss opportunities to get business you want: **USE DODGE REPORTS.**

Dodge Reports tell you every day, **WHAT** is going to be built, **WHO** you should contact about the business, **WHERE** they are and **WHEN** you should take action to land the business.

Dodge Reports can be secured for any area in which you do business within the 37 states east of the Rockies. Dodge Reports are produced by a field force of over 1,000 trained investigators located strategically in all local market areas.

Write today for informative booklet.

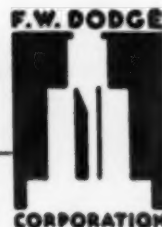
No obligation, of course.

DODGE REPORTS

TAKE THE FIRST STEP IN EVERY SALE

Dept. AB-355, 119 W. 40th St., New York 18, N.Y.

Timely, accurate construction news service East of the Rockies



NEW ST. LOUIS HOMES FEATURE

Cool comfort in every room

WITH HUNTER ATTIC FANS



Builders: Cassilly Realty Co., Architect: Bert Luer.

■ Nearly 200 St. Louis families will be proud and comfortably cool home owners in new and beautiful Mackenzie Gardens. Thanks to the builders' desire to provide the finest in cooling comfort at lowest cost, these modestly-priced homes are equipped with Hunter Package Attic Fans.

Easily installed — the compact Hunter unit rests on attic floor and requires only 18" clearance. Its modern, automatic ceiling shutter fits even narrow hallways.

Available in four sizes from 5,000 to 16,000 CFM (air deliveries certified), a Hunter Fan comes complete with ceiling shutter and trim. You have no extras to build or buy.

Make *any* home a *better* home with a low-cost Hunter Attic Fan. The fan unit is guaranteed 5 years; motor and shutter 1 year. Backed by Hunter's 69-year experience.



Why Builders Use Hunter Attic Fans in Mackenzie Gardens

Cassilly Realty Co., builders of this new suburban community, say: "We use Hunter Attic Fans in our homes for three simple reasons. They provide dependable cooling

comfort, are easiest to install and, quality considered, are low in price. We believe a Hunter Attic Fan helps maintain high standards of quality found in every Cassilly home."

Write for new 1955 Hunter Catalog and your free copy of "Cool Every Home With A Hunter Attic Fan."

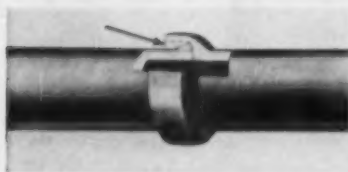


HUNTER

 *Package Attic Fans*

HUNTER FAN AND VENTILATING COMPANY

381 S. Front St., Memphis 2, Tenn.



New clay pipe is root proof

Ease of installation is one of the many features of the Wedge-Lock clay pipe, a new root-proof, infiltration-proof, vitrified clay pipe with a self-sealing, double-bell mechanical joint. Manufacturers say that it is possible for one man to lay a 50-foot line in less than 10 minutes. Designed for installation in plastered walls, under basement floors, in high-water table areas and wherever root-proof joints are desired, the pipe is available in 4-, 6-, and 8-inch diameters, both standard and extra-strength. Available soon. Clay Sewer Pipe Association, Dept. AB, 1105 Huntington Bank Bldg., Columbus 15, Ohio.

Circle No. 518 on Readers' Reply Card, p. 1988



Folding door can change its color with snap-on slip covers

Outstanding feature of Hough Shade's new "Hufcor" folding door is its ability to change its color with the use of snap-on covers held in place by snap fasteners. In this way, the door's color may be changed at any time simply by substituting another cover. Door covers (one on each side) are 5-ply, laminated construction. Each ply is treated for flame resistance and laminated to next ply with moisture and flame-resistant adhesive. Outer ply is washable, sun-fast vinyl plastic. Available now through distributors and building supply houses. Price: 2-foot 6-inch wide door, 6-feet 6-inches high, \$31; 10-foot wide door, 6-feet 8½-inches high, \$137; 10-foot wide door, 8-feet high (used as room divider), \$146. Hough Shade Corporation, Dept. AB, Attn. C. W. Reese, Janesville, Wis.

Circle No. 519 on Readers' Reply Card, p. 1988



Wood window wall is load-bearing wall as well

The "Fabrow" load-bearing wood Window Wall achieves an advanced contemporary look in industrial and residential buildings and achieves maximum daylighting. In the building shown above, designed and built by Paul H. Johnson Bldg. Co., Toledo, L-O-F Thermopane glass was used to reduce heating and air conditioning costs and to give added quietness to interiors. Fabrow Flexible Fenestration is available now through 35 distributors throughout U. S. Fabrow Manufacturing Co., Dept. AB, Attn. Herb Erswell, 7208 Douglas Rd., Toledo 13, Ohio.

Circle No. 520 on Readers' Reply Card, p. 1988



Package water system pumps from 140-foot depth

"Package" water systems capable of pumping from as deep as 140 feet have been added to the Rapidayton Champion line. The pumps are said to deliver full capacity at 40 pounds pressure. As a deep well system, the ½-h.p. Twin Champion will pull water from 110 feet at pressures up to 60 pounds. Equipped with a 13-gallon galvanized tank, the model will retail at \$149.50. The ¾-h.p. Twin Champion will pull water from 140 feet at pressures up to 65 pounds. With 30-gallon horizontal tank, this model retails at \$189. The Dayton Pump & Mfg. Co., Dept. AB, 500 North Webster St., Dayton 1, Ohio.

Circle No. 521 on Readers' Reply Card, p. 1988



Flush doors have built-in soundproofing

Fidler's solid "Fiber-Core" flush door is extremely light in weight and is soundproofed. Available in all veneers and finishes. Also available: "Kamber-core" flush doors, the inner construction of which is of curved pieces of insulation held in a position under stress, creating a door of maximum stability. Fidler's Manufacturing Co., Dept. AB, 733 Hindry Ave., Inglewood, Calif.

Circle No. 522 on Readers' Reply Card, p. 1988



Built-in counter ranges and stack-on ovens in white or copper

Both gas and electric counter top built-in range units and stack-on ovens are now available from American Kitchens in either white or the popular antique copper. Gas and electric counter top ranges are both 24 inches wide, contain 4 burners and will fit over any 24-inch base cabinet. Gas and electric stack-on ovens will both be 24 inches wide also for easy installation in a 24-inch base cabinet. These units are available now. List prices for counter-top ranges: gas range (minus base unit) \$84.95; electric range (including base) \$134.95. List prices for stack-on ovens: gas oven deluxe (minus base unit) \$241.95; economy unit (minus base unit) \$161.95; electric stack-on ovens deluxe (minus base unit) \$189.95; economy unit (minus base unit) \$164.95. American Kitchens Division, Dept. AB, Attn. Specialty Products Sales Manager, Avco Manufacturing Corp., Connersville, Ind.

Circle No. 523 on Readers' Reply Card, p. 1988

Builders!

Put the plus-sell of panelled walls even into low-cost housing!
Now it's really practical...



AMAZING NEW WAY TO PUT UP PLYWOOD PANELS WITHOUT NAILS!



WELDWOOD CONTACT CEMENT

Important Building Economies — Now, the world's largest plywood organization brings you a revolutionary new concept in building construction. With Weldwood Contact Cement you can put up plywood panelling entirely without nails! Ends nail-setting, puttying and finishing unsightly nail holes. And makes the use of pre-finished plywood panelling practical as never before!

No change in plans needed! No special construction needed. Install plywood panels directly to studs or furring strips.



Add the profitable selling appeal of panelled walls to your new or remodeled construction. Send for detailed information on Weldwood Contact Cement — the new nail-less way to apply plywood panelling. Mail coupon today.

A completely new concept of gluing! Bonds instantly on contact with only roller pressure. No clamps, no presses! Ready to use. Apply it with an ordinary brush, spreader, or trowel. In cans and drums, at lumber yards, hardware and paint stores. If your dealer isn't yet stocked, write us for nearest source of supply.

New Way To Apply Micarta, etc.

Weldwood Contact Cement is also the new improved way to apply plastic laminates like Micarta — to kitchen counters, bathroom and powder room surfaces, etc. Bonds equally sure on any base.

... and for finishing panelled walls, use these 2 Wizards with Wood:



FIRZITE® WHITE FIRZITE for modern "woodsy" pickled or blond finishes. A "must" undercoater on fir plywood. And, for a smooth even finish on fir plywood stain jobs, tone that wild grain with CLEAR FIRZITE.

SATINLAC

For a rich, satiny natural wood finish. See Sweet's Catalog for specifications.



*Trademark

MAY 1955

UNITED STATES PLYWOOD CORP.
Dept. 29, 55 W. 44th St., N. Y. 36, N. Y.

- ☐ Send me information about the new Weldwood CONTACT Cement.
☐ Send information on FIRZITE and SATINLAC

COMPANY _____

YOUR NAME _____

ADDRESS _____

CITY _____ STATE _____

Here's The Built-In That's Your Best Buy

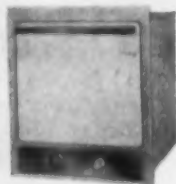


Here's A Reason Why

No Johnny-come-lately, Stiglitz Built-Ins are backed by over 135 years experience in the manufacture of cooking equipment—your assurance of sound engineering—your customer's assurance of trouble-free performance. The insert oven, for example, is so perfectly insulated it can be inserted in a wood cabinet with only $\frac{1}{8}$ " clearance, underwriters approved! Stiglitz has extra quality features to offer, too. Let us tell you more reasons why Stiglitz Infra-Aire is your best buy.



STACK-ON OVEN



INSERT-OVEN

**FIT ALL STANDARD KITCHEN CABINETS
COOKING TOPS IN 4 MODELS**
14 x 20 1/4" GRIDDLES ALSO AVAILABLE

THE STIGLITZ CORP., DEPT. A
5807 PORTLAND AVE., LOUISVILLE 3, KY.

Please send free literature, specifications and prices on Stiglitz Infra-Aire Electric Ranges. I am a ☐ Builder ☐ Building Supply Dealer ☐ Distributor

☐ Other

Name _____

Company _____

Street _____

City & State _____

State _____

186

AMERICAN BUILDER

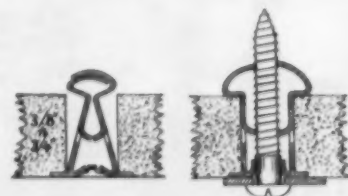
Your Guide to NEW PRODUCTS Information



Etched pine paneling offers 5-color choice

Amerwood $\frac{3}{4}$ -inch factory-finished edge paneling is easy to install, is available in any one of the five decorator colors—toast brown, apple green, honey white, sunset red or smoky grey. Amerwood is distributed through retail lumber dealers and will be available promptly. List price is about 37 cents per board foot. Southwood Corporation, Dept. AB, Attn. A. J. Hauelsen, Box 391, Fort Worth, Texas.

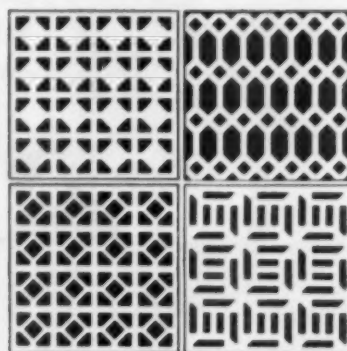
Circle No. 524 on Readers' Reply Card, p. 198B



Screw shield makes anchorage secure in drywall and plaster

The new E. G. Fittsall Screw Shield makes short work of the job of hanging household articles such as towel bars, dispensers, medicine cabinets, mirrors, curtain rods, pictures, etc.—as well as giving secure anchorage to screw hooks. To install, use screw driver to form opening. Insert screw shield, then any type of screw $\frac{1}{4}$ - to $\frac{1}{2}$ -inch in diameter. The self-adapting expansion of shield and back-clinching action does the job. Standard size is available for $\frac{3}{8}$ - to $\frac{1}{2}$ -inch wallboard; jumbo size for $\frac{3}{4}$ - to $\frac{1}{2}$ -inch plaster walls. Available now through hardware stores, building material dealers and venetian blind distributors. Retail prices: Standards, 5 cents each; Jumbos, 6 cents each. E. G. Building Fasteners Corp., Dept. AB, Attn. E. Gisondi, 101 Park Ave., New York, N. Y.

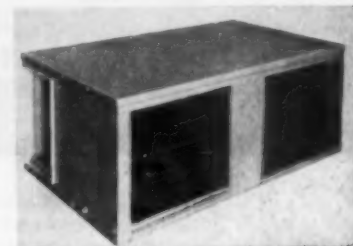
Circle No. 525 on Readers' Reply Card, p. 198B



Perforated steel sheets have many uses

These perforated steel sheets are die-perforated, clean-walled and free from burr. They have many uses: as ventilation screens for rooms, closets, lockers, cabinets; as room dividers or partitions; as guards for machines, skylights, hot pipes, cellarways, elevators; for decoration or concealment. The sheets can be cut, welded, soldered, framed, bent or painted. Cross Engineering Company, Dept. AB, Carbon-dale, Penna.

Circle No. 526 on Readers' Reply Card, p. 198B



Complete-home air conditioner is designed for new or existing house

The "Clima-Twin-Zone" is designed for new or existing housing and can be set up independently or in conjunction with any type of duct heating system. It is air cooled—no water connections—and refrigeration system is hermetically sealed and incorporates Tecumseh compressor. It has a built-in damper that enables economy-minded householders to direct cooling to living area by day and sleeping area by night. Completely self contained, factory assembled and charged, it is 19 1/2 inches high, 29 3/4 inches wide and 49 1/2 inches long. Available now through heating and air conditioning dealers and jobbers. Peerless Furnace & Foundry, Inc., Dept. AB, Attn. O. U. Mutz, Indianapolis, Ind.

Circle No. 527 on Readers' Reply Card, p. 198B

AMERICAN BUILDER



INTRODUCING

Etling

HORIZONTAL WINDOWS

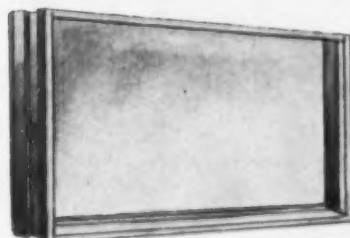
Styling . . . Versatility . . . Economy

Here is a truly *complete* line of horizontal units that may be combined to fulfill any architectural use, every household purpose . . . and at less cost, because the unique interlocking wood frames can easily be stacked or joined on the building site in a few seconds with no extra build-up.



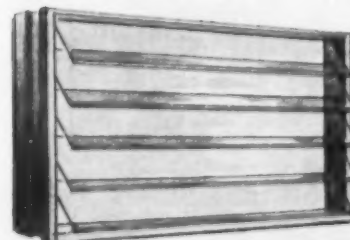
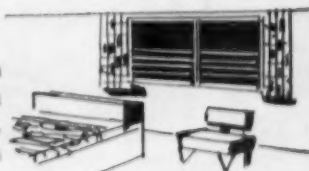
SLIDING WINDOW

Unit features durable wood frame with Iridited extruded aluminum sash which slide smoothly in self-lubricating Kralastic tracks. Interlocking check-rail, full weather-stripping. Sash lock and are easily removed for cleaning. Aluminum-framed Fiberglas screen and sliding storm sash are optional.



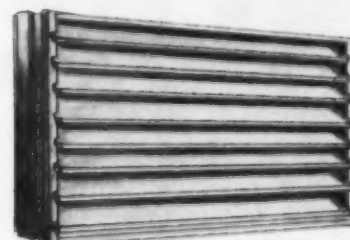
STATIONARY SASH

May be used in a variety of combinations with sliding, jalousie, or wood louver units to form picture windows and ribbon-type installations. Available single or double-glazed. Inside storm panel optional.



JALOUSIE UNIT

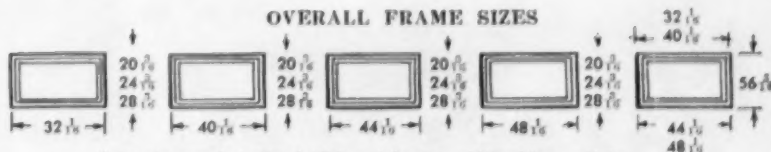
Features aluminum hardware, worm-and-gear operator, stainless steel weather-stripping, $\frac{3}{4}$ " crystal or obscure glass louvers. Aluminum-framed Fiberglas screen and storm panel are optional.



WOOD LOUVER

Combines with fixed sash to create "window walls." Features stationary exterior wood louvers. Inside sliding panels, weather-stripped. Full Fiberglas screen.

OVERALL FRAME SIZES



Some sizes apply to Fixed, Sliding, Jalousie and Wood Louver Units

ROUGH STUD OPENINGS:

Width—Overall frame size plus $\frac{1}{2}$ "
Height—Add overall frame size, sub sill if used, plus $\frac{3}{4}$ "

Choice of Redwood or Ponderosa Pine
All units completely assembled, cartoned, and ready for use.

INTERLOCK CONSTRUCTION CUTS INSTALLATION COSTS

Interlocking grooves on wood frames permit stacking of units on the job in a few seconds. Merely place units together, join with nails or corrugated fasteners. No spline or build-up.



MAIL THIS COUPON

Send me more information about Etling windows:

Name _____

Street _____

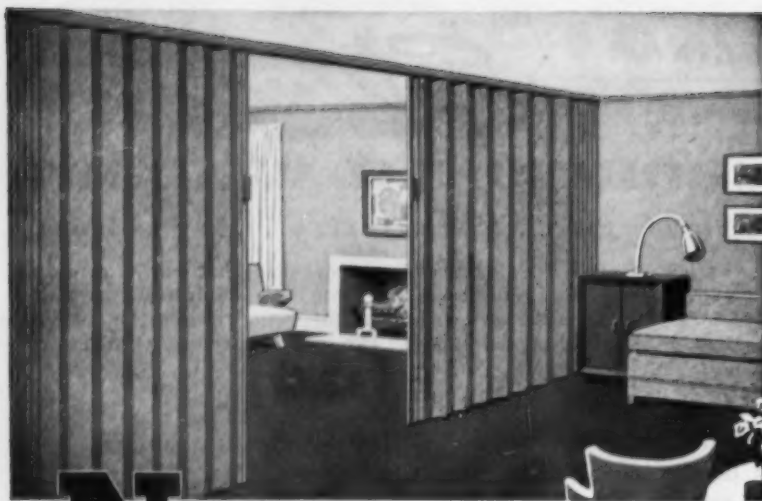
City & State _____

☐ Dealer

☐ Builder

The ETLING Window

Barberton, Ohio



Novafold

SOLID CORE PLASTIC DOORS

—space- and money-saving doors and room dividers

By saving the space a swinging door wastes, you increase the useable area of any room! The Novafold Solid Core Plastic Door provides this attractive sales feature—at a price 25 to 50% less than comparable Vinyl-covered doors.

Novafold folds to 16% of its expanded width in a flush-with-the-wall 4½" stack. 4" leaves, in individual, full-length pockets in the Vinyl Plastic cover, give you a solid core door—room-to-room privacy—true accordion folding.

Smooth, silent operation is assured by self-lubricating Nylon slides. An exclusive Novafold feature is the linkage chain that gives even pleating when the unit is drawn.

Novafold is available in six colors—a wide range of sizes—affording unlimited application possibilities.

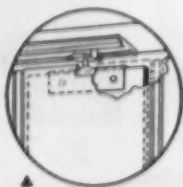
In Novafold, you have a top-quality product that is guaranteed for one year by the manufacturer against defects. This unit folds into the smallest space possible, thus increasing the useable floor and wall space.

Novafold affords the latest design features—in a wide range of size and color combinations—at a price 25 to 50% less than for doors of comparable quality.

Novafold is installed in 4 to 7 minutes. In new construction—no furring, trim or roughing is needed. There are no floor guides. With special track, Novafold is available for curved openings.

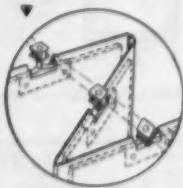
Colors: Beige, Dark Green, Chartreuse, Eggshell, Gray and Red.

May we send you color samples and specification data suggesting many applications of Novafold in the home? Please address your inquiry to Department E-9.



Extruded heavy-gauge aluminum track, fixed to the top of the opening. Self-lubricating Nylon swivel slide, fixed to metal plate riveted to leaf.

4" leaves, in individual pockets, assure perfect accordion-folding.



Easy-grip handle. Soft, Plastic beading affords silent closing and tight fit—door-to-door and jamb-to-jamb.

NOVA Co. SALES

TRENTON 3, N. J.

A wholly-owned subsidiary of Homasote Company—manufacturers of the oldest and strongest insulating-building board; wood-textured and striated panels.

AMERICAN
BUILDER

NEW PRODUCTS



Outdoor lamp blends with any style of architecture

The new Mesa outdoor lamp is a 32-inch steel disc on top of four supporting aluminum arms, and reflects the light downward on the ground where needed. The light itself comes from a standard 150-watt flood light nested in a square sleeve that slips over a standard 4x4 post. The Mesa outdoor lamp is rust proofed and the underside of the disc is painted white for maximum reflection. Distributed direct by Mesa Metal Works. List price is \$19.95. Mesa Metal Works, Dept. AB, P. O. Box 294, Chatham, N. J.

Circle No. 578 on Readers' Reply Card, p. 1988



Vanity and medicine cabinet available in variety of colors

Matching laminated plastic bathroom vanities and medicine cabinets are available in a large assortment of colors, designs and sizes. Vanity has a spacious counter top permitting use by two people at the same time. Other features are a swing-away-seat and a built-in hamper. The matching medicine cabinet has an all-plastic covered frame, is designed for easy installation and has mirrored sliding doors. Available now on 2- to 3-week delivery, through distributors and dealers. List price: \$189. Atkins Plastic Products Co., Dept. AB, Attn. R. Goodman, 103-12 101st St., Ozone Park, N. Y.

Circle No. 579 on Readers' Reply Card, p. 1988

AMERICAN BUILDER



How can you be sure of fir plywood quality?

LOOK FOR THE DFPA* TRADEMARK!

Play it safe! Your reputation is on the line with every panel you buy, sell or specify. Insist on genuine DFPA trademarked panels. DFPA grade-trademarks are hallmarks of quality used only on plywood manufactured under the industry's rigid quality control program. These marks are your very best assurance of reliable quality.

*DFPA—Douglas Fir Plywood Association, Tacoma, Washington, is a non-profit industry organization devoted to product research, promotion and quality maintenance.



PlyPanel® for
interior finish



PlyScord® for
structural uses



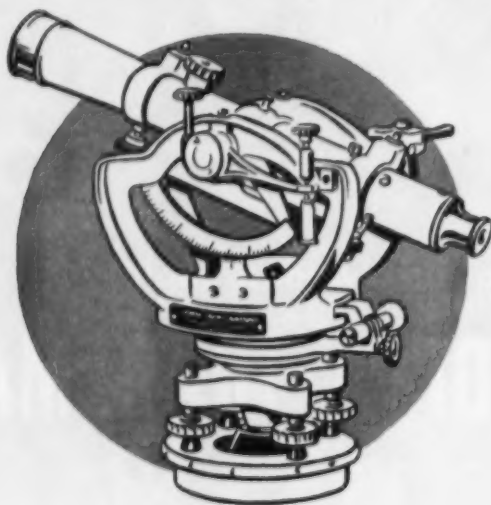
EXT-DFPA® for
outdoor uses

...other grades for other uses.





you can't miss with a WHITE



Universal Level-Transit

everything you could ask for in a transit

Whatever you're looking for in a transit . . . look no further . . . WHITE'S got it . . . and in good measure! More than 40 years of know-how assure you of **ACCURACY** . . . to within 5 minutes on the vernier. **SIMPLICITY** . . . designed without unneeded frills or gadgets for fast adjustability and easy reading. **DURABILITY** . . . built for rough going, winter or summer and for years on end. **PRICE** . . . model 3000 complete with tripod for only \$195.00* is a value you can't equal. Fill in coupon below for complete details and name of nearest dealer.

*Prices subject to change without notice



Do you want ALL the details? MAIL THIS COUPON TODAY

DAVID WHITE COMPANY—Dept. 555
301 West Court St., Milwaukee 2, Wisconsin
Yes, I'd like full details and prices on DAVID WHITE
instruments and name of nearest dealer.

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

**AMERICAN
BUILDER**

NEW PRODUCTS



"Wet package" offers wet heat and wet cooling in one unit

Hydrotherm's "Wet Package" combines a gas-fired boiler with a completely assembled water chiller in a steel cabinet occupying a floor space of only 18x26 inches and standing 54 inches high. Heating capacities range from 288 to 480 sq. ft. installed radiation, and cooling capacities from 2 to 3 ton. Unit can be used in connection with forced convectors and baseboard systems. Important feature of unit is arrangement of water chiller in bottom cabinet, permitting removal for servicing without disturbing heating unit. "Wet Package" is available in 2- and 3-ton capacity for shipment in two weeks. Distribution is planned through plumbing and heating wholesalers. Prices include standard controls and range from \$813 for Model M72W-C2 to \$978 for Model R120-C3. Hydrotherm, Inc., Dept. AB, Attn. W. F. Mosmer, Clinton Ave., Northvale, N. J.

Circle No. 530 on Readers' Reply Card, p. 198B

Combination power tool speeds wood-cutting production

A combination power feed rip unit and 12-inch tilting arbor saw designed to permit faster production in the woodworking industry has been developed by Delta. The combined unit has a selective dial control on the feed unit allowing a choice range of speeds from 20 to 90 feet per minute—enabling a rip cut of over a mile of lumber per hour on a saw. If only the tilting arbor saw is required for a specific cutting operation, the power-feed unit can be swung out permitting the saw to be used individually. Available through Delta industrial dealers. List price: \$1,260 F.O.B. factory. Delta Power Tool Division, Dept. AB, Attn. E. A. Lewicki, Rockwell Manufacturing Company, 441 Lexington Ave., Pittsburgh, Pa.

Circle No. 531 on Readers' Reply Card, p. 198B

AMERICAN BUILDER

America's foremost builders know the sales value of G-E Light Conditioning



"General Electric Light Conditioning helped jump my sales from one a week to one a day"

... says W. A. Simms, builder of
978-home "Eastview" project

AFTER a highly successful sales test with a light conditioned model home, builder W. A. Simms is light-conditioning all 978 three and four-bedroom homes in his Dayton, Ohio development.

The lighting was planned with the help of The Dayton Power and Light Company. It includes lighted valances in living and dining rooms, special ceiling fixtures in all bedrooms and halls, vapor-proof shower tub fixtures, fluorescent vanitory light, fixtures over sink and range and under kitchen cabinets, three exterior entrance lights and twin reflector flood lights for the patio.

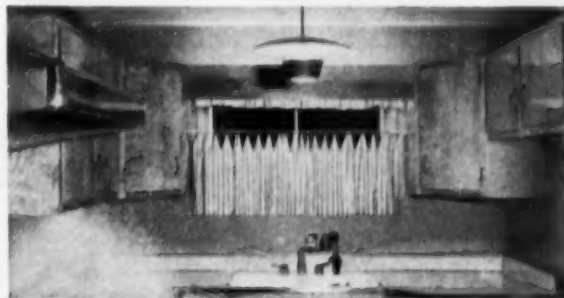
Mr. Simms says, "These Light Conditioning features are outstanding helps in winning prospects' approval for my \$13,000 to \$15,000 homes".



Biggest hit with the ladies, according to Mr. Simms, is this 19-foot lighted valance running the full length of the living room. Well worth its \$24 cost, he says, as a visible sales feature that sells the quality of his homes.



The adjustable-height ceiling fixture shown above can be lowered for dining, or raised out of the way when the room is used for other purposes.



Kitchen lighting includes not only an unusually attractive ceiling fixture, but also hidden G-E fluorescent lamps above the sink and below cabinets.

SELL YOUR HOMES FASTER, TOO with G-E Light Conditioning. For information, call your local electric power company or write: General Electric, Dept. 166-AB-5, Nela Park, Cleveland 12, Ohio.

GENERAL  **ELECTRIC**

**"I'm saving \$102
material alone**



Build better and save with

INSULITE

INSULITE, BILDLITE AND GRAYLITE ARE REGISTERED TRADE NAMES.



Made of hardy Northern wood



INSULITE DIVISION, Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota

Wm. Ochse (left) reveals Insulite cost savings reported on these pages to Insulite representative, Harry Robertson. Mr. Ochse is president, Green Meadow Builders, Inc., San Antonio, Texas. Past-pres. and member of Board of Directors, San Antonio Home Bldrs. Assn.; has served as Nat'l Dir. and member of various committees of NAHB; is president of San Antonio Real Estate Board.

per home on this Insulite way!"

reports San Antonio's Wm. Ochse to

Insulite representative Harry Robertson

"We stand to cut our costs better than \$60,000 on our 600-unit Green Meadow project with Insulite Sheathing and Primed Graylite. I say 'better than \$60,000' because the \$102 per home saving mentioned above is just the beginning. It covers material savings only and doesn't

take into consideration the very appreciable saving in application time or the extra insulation value, strength and elimination of waste we get with Insulite. Here's how two Insulite products help us offer more house for the money here in San Antonio."



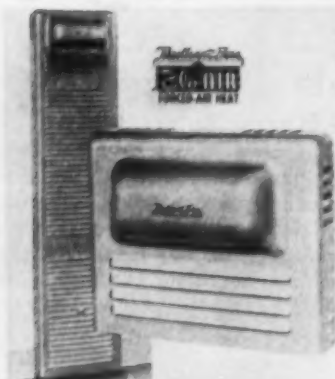
INSULITE SHEATHING saves \$89 per home on materials alone on average Green Meadow home. Cuts application time as much as 43% compared with wood. One carpenter can sheathe 1,000 sq. ft. in 8 hours or less. Practically eliminates matching loss and waste. Compare Insulite's full coverage with minimum of 12% waste figured for horizontal wood sheathing.



PRIMED GRAYLITE for carports and porch ceilings saves \$13.35 on Green Meadow homes. Made of same material as tough, weather-resistant Bildrite Sheathing, Primed Graylite is prime coated at the factory. Paint flows on easily, smoothly. Asphalt impregnated. No delamination problem. Available in 1/2" and 3/4" thickness and 4' widths. Lengths from 6' to 12' reduce waste.

Saved! \$102 on Green Meadow homes like this with Insulite Sheathing and Primed Graylite. See how Insulite can help you keep costs down, quality up on your next job—on sidewalls, roofs, ceilings, floors, soffits, gable ends and more. Write Insulite, Minneapolis 2, Minnesota for free cost-comparison forms and product literature.





Automatic blower for wall furnace clips on wall

Forced-air heat delivery is now available on the entire Brilliant Fire wall furnace line, on all sizes of furnaces from 17,500 BTU up, on both single-room and dual-room models and for all gases. Pressure delivery is attained by means of twin-wheel blower (not a fan). Entire assembly is housed in separate casing, sold as the "Blo-Air." Unit mounts on top of standard wall panel of furnace, so can be added to old installations as well as new. It merely clips on surface-mounted wall hanger. Available now, shipment in about two weeks, through plumbing and heating jobbers and LP gas distributors. List price of the Blo-Air unit is \$34.95. The Ohio Foundry and Mfg. Co., Dept. AB, Attn. Sales Dept., Steubenville, Ohio.

Circle No. 532 on Readers' Reply Card, p. 1988



Sliding closet doors are easy to install, omit floor track

Esco Sliding Closet Doors are guaranteed not to warp, are made of Novoply or birch-veneered Novoply core, have a formed steel channel along the door's edge, rear-surface scoring. No floor track is used, which speeds installation. The track is a one-piece aluminum extrusion rather than a formed section and can be furnished

in lengths up to 16 feet without any joint. Once Esco hanger is in place, it cannot be removed without removing the track itself, locking the front door in place. List prices: 36x80½-inch door (exposed track) \$36 for Novoply, \$50 for birch; 36x82½-inch door (concealed track) \$36 for Novoply, \$50 for birch; 36x95½-inch door (ceiling height) \$40 for Novoply, \$64 for birch. Widths range in size from 36 inches to 96 inches. Engineering Sales Co., Dept. AB, Attn. A. W. Beckstrom, 550 McNeilly Rd., Pittsburgh 26, Pa.

Circle No. 533 on Readers' Reply Card, p. 1988



New hardware line features ebony black accented with gold

A new line of cabinet hardware called "Contemporary" and designed by Amerock is styled in ebony with gold or brass trim to harmonize with new decorative trends in home furnishings. Knobs and pulls are of solid die-cast material baked with an even coating of ebony black for a permanent finish. The gold finish trim is protected with a tarnish-resistant lacquer. "Contemporary" hardware is available now through retailers. Retail prices: pulls, 55 and 65 cents each; knobs, 50 and 65 cents each; hinges, 75 cents a pair. American Cabinet Hardware Corp., Dept. AB, Attn. Folke Engstrom, 416 S. Main St., Rockford, Illinois.

Circle No. 534 on Readers' Reply Card, p. 1988

CATALOGS

REPAIR OF BRICK AND TILE FLOOR JOINTS—A new illustrated bulletin describing seven steps for repairing worn or corroded mortar joints of brick or tile floors. According to the manufacturer, the procedure will result in tight joints and lower maintenance costs for brick and tile floors. For a copy of bulletin E-37, "Repair of Brick and Tile Floor Joints with Embecco Non-Shrink Mortar," write to The Master Builders Co., Dept. AB, 7016 Euclid Ave., Cleveland 3, Ohio.

Circle No. 535 on Readers' Reply Card, p. 1988

PANFOLD DOORS—A catalog is now available describing Panfold Doors. These doors consist of vertical solid panels of wood, connected with color-fast, flame-resistant, non-cracking vinyl resin. Panels are hinged with a series of pantograph self-aligning, aluminum mounting units. Write to Panfold Doors, Inc., Dept. AB, Attn. Guy Dixon, 4951 E. 10 Court, Hialeah, Fla.

Circle No. 536 on Readers' Reply Card, p. 1988

SEGMENTAL BOWSTRING TIMBER RAFTER—The bowstring type of timber roof truss has been combined with the segmental truss construction in a new rafter designed for short spans by Timber Engineering Company. Designed for spans of 34 through 50 feet with a 4-foot spacing, it has many applications for stores, recreational buildings, garages, and structures requiring clear, post-free working areas. Copies of No. 636—"Segmental Bowstring Rafter" is now available from Timber Engineering Co., Dept. AB, 1319 18th St. N. W., Washington 6, D. C.

Circle No. 537 on Readers' Reply Card, p. 1988

TWIN DIAPHRAGMS FOR FASTER PUMPING—New bulletin No. 55DP emphasizes the construction of a new 4-inch diaphragm pump which combines two single units to double the conventional pumping capacity. Write to Rice Pump & Machine Company, Dept. AB, Belgium, Wisconsin.

Circle No. 538 on Readers' Reply Card, p. 1988

SWIMMING POOL DATA BOOK—This is a new 44-page illustrated Catalog and Data Book of swimming pool supplies, chemicals and equipment. It contains data, photos, prices of every item needed to build a new or maintain an existing pool. Modern Swimming Pool Co., Inc., Dept. AB, 1 Holland Avenue, White Plains, N. Y.

Circle No. 539 on Readers' Reply Card, p. 1988

METAL WINDOWS AND DOORS—"Steel Windows and Doors" is the title of a new 36-page booklet now available, and "Aluminum Windows" is a similar release. Each booklet is illustrated with pictures and detailed drawings. The William Bayley Company, Dept. AB, 1200 Warder Street, Springfield 99, Ohio.

Circle No. 540 on Readers' Reply Card, p. 1988

AUTOMATIC CONTROLS FOR HEATING-COOLING—A 32-page catalog describing the complete line of White-Rodgers automatic controls for heating, refrigeration and air conditioning contains information about room thermostats, space thermostats, relays, pressure and hydraulic-action temperature controls. Includes controls for oil- and gas-fired systems of both warm air and hot-water heating. White-Rodgers Electric Company, Dept. AB, St. Louis 6, Mo.

Circle No. 541 on Readers' Reply Card, p. 1988



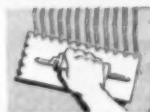
CERAMIC TILE

Set with Adhesives Cuts Costs

Modern adhesive methods for installing ceramic tile enable builders to give more tile appeal at lower cost. A big factor has been the wide and growing use of dry-wall construction. Dry-wall makes an ideal setting surface for adhesive installations. Remodeling jobs go faster also because tile can be set on many existing surfaces. Before building your next home, it will pay you to ask your ceramic tile contractor about adhesives.

Buyers—especially women—recognize that ceramic tile means more convenience and less housework. That's why ceramic tile—attractively applied on key areas in the bathroom and kitchen—will help clinch your home sale faster!

How Adhesive Installations Cut Your Tiling Costs



◆ Mastic bed on dry-wall cuts down preparation time and costs.

Grouting of tile joints is quick and easy. ◆



◆ Tiles are set quickly and easily on mastic bed.

Job clean-up time is held to minimum. ◆



Be sure adhesive manufacturer's setting instructions are followed. Look for seal of approval on adhesive.

The Modern Style is

TILE COUNCIL OF AMERICA,

Room 3401, 10 East 40th St., New York 16, N. Y. or Room 433, 727 W. 7th St., Los Angeles, Calif.

PARTICIPATING COMPANIES: American Encaustic Tiling Co. • Architectural Tiling Co., Inc. • Atlantic Tile Manufacturing Company • B. Mifflin Hood Co. • Cambridge Tile Mfg. Co. • Carlyle Tile Co. • General Tile Company • Gladding, McBean & Co. • Jordan Tile Mfg. Co. • Mosaic Tile Company • Murray Tile Co., Inc. • National Tile & Mfg. Co. • Olean Tile Company • Pomona Tile Mfg. Co. • Robertson Mfg. Co. • Royal Tile Manufacturing Co. • Sparta Ceramic Co. • Summitville Tiles, Inc. • United States Ceramic Tile Co. • Winburn Tile Mfg. Co.

CERAMIC

tile



Developer and Plumbing Contractor "team up" with AllianceWare Fixtures in Merchandising 300 Homes

When Ted Bentley and Fred Wallace, Jr. began planning Highland Acres and Rolling Park Manor homes sites in the City of Chester, a suburb of Philadelphia, Pennsylvania, their previous experience in home development made them realize the extreme importance of fine bathrooms as a home sales-feature.

So it was a natural for them to team up with their plumbing contractor—Madsen Plumbing and Heating Company—in selecting sanitary ware fixtures that will be sales features in each of

Highland Acres and Rolling Park Manor are essentially a unit development featuring single-level and split-level homes in contemporary style. When completed, the area will comprise three hundred homes ranging from \$10,000 to \$14,000. All homes will be equipped with AllianceWare fixtures in color. The rolling topography and winding streets will provide a park-like appearance.

*Builders—Ted Bentley and Fred Wallace, Jr.
Architect—Jack Swerman
Plumbing Contractor—Madsen Plumbing and Heating Company
Plumbing Wholesaler—J. Levitt, Inc.*

the 111 multi-level units and 146 row-type houses which are planned.

Their selection is AllianceWare — chosen for several practical reasons. Both organizations believe in AllianceWare because of past performance on previous projects of similar character. Second, the wide choice of the beautiful colors of AllianceWare makes possible the keying of decoration arrangements in pleasing variety, and third, the popular acceptance of AllianceWare in the Philadelphia area will be a distinct aid in successful selling.

ALLIANCEWARE, INC.

Alliance, Ohio

BATHTUBS • LAVATORIES • CLOSETS • SINKS

Plants in Alliance, Ohio and Colton, California

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PORCELAIN ON STEEL

Sanding and finishing jobs go faster and easier with BETTER-BUILT *Black & Decker* Tools!



Black & Decker 88 Sander sands joint seams in dry-wall construction satin-smooth in a fraction of the time of old-fashioned hand sanding.



Black & Decker 88 Sander gives cabinets and other built-ins a perfectly smooth surface for final painting or staining.



New Black & Decker 7-inch Sander-Polisher makes short work of paint removal; provides better surface for re-painting.



New Black & Decker 7-inch Sander-Polisher for extremely fine finishing of paneling that means so much in final consumer acceptance.

Black & Decker No. 88 Sander — \$69.95



Orbital action can't scratch or burn—gives a satin-smooth surface every time. King-size bottom plate extends beyond tool housing to sand right up to obstructions—as on stairs, counter tops, etc. Uses 1/2 standard size abrasive paper.

New! Black & Decker 7" Sander-Polisher—\$59.95

A new Sander-Polisher for fast material removal and high-speed polishing. Extremely well-balanced for fatigue-free operation. Like all B&D Tools, it features a better-built B&D motor, specifically designed for the tool. Reversible side handle for left or right handed use. See it this week!



WANT to do faster sanding and polishing and get better customer reaction at the same time? Then switch to Black & Decker power! Better-built B&D Tools have the speed, power and guts that you need for fast, efficient service day in and day out. See them demonstrated at your B&D outlet—or write for free catalog to: THE BLACK & DECKER MFG. Co., Dept. H105, Towson 4, Maryland.

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"Producers of better nails for the better application of siding and roofing"

A FOUR-IN-ONE TOOL FOR ELECTRICIANS

**SLITTER
STRIPPER
CUTTER
SKINNER**



B.E.P.

STRIPEX

The new **STRIPEX** is a wire Skinner; cable slitter; cable, wire, and waste cutter all-in-one! Made of steel, nickel plated. Replaceable blade. **STRIPEX** makes wiring easy and fast, slits and trims all the way into junction box.

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N.E. BEND Snake LEADER . . . leads fishtape thru any number of bends . . . flips easily out of box to attach wires.

OTHER B.E.P. PRODUCTS: FishtAPE, BEP Puller, K.O. Box Hanger.

ORDER FROM YOUR ELECTRICAL WHOLESALE



Aesthetic factors count in winning zoning variation

By John F. McCarthy
 Attorney at Law



A recent decision of the Supreme Court of Illinois well illustrates the general legal considerations which underlie zoning and building regulations. These general principles are set forth in the case of *Bullock v. City of Evanston* (1954) 123 NE 2d 840. In that case, for the first time, the court also appeared to give some weight to aesthetic factors.

The case involved a tract of land 370 feet by 326 feet which was part of a larger area of vacant property in the City of Evanston. The surrounding area had been developed for residential purpose with some single-family dwellings and also some apartments. For the previous thirteen years the whole section had been zoned for multiple dwellings. The lower court was of the opinion that the vacant property might have been developed economically for residential purposes.

General Finance Corporation had purchased the vacant tract in question. They desired to improve it with a large office building which would serve as the midwest headquarters of that rather large organization. The proposed building was attractively designed and the ground adjacent to it was to be suitably landscaped. Ample provision was made for off-the-street parking of the cars of employees.

The City of Evanston varied the zoning of the vacant tract in question and provided for a commercial use so that the proposed office building might be constructed. This was done over the objection of some of the owners of the adjacent single-family dwellings and apartments. Certain home builders testified on behalf of those owners that the

vacant tract might well be used and developed for residential purposes. The Supreme Court of Illinois sustained the action of the city in granting the variance and the decision of the lower court affirming that action.

The Supreme Court said that zoning and building laws and regulations, to be valid, must tend to promote the general health, safety and welfare of the inhabitants of the community. The court observed, of course, that such laws and regulations must be reasonable. However, the court also pointed out that cities and their various planning and zoning bodies must be afforded a wide discretion in the development of a municipality and in the adoption of zoning and building regulations. This discretion, the court observed, must not be interfered with unless exercised in a clearly arbitrary and unreasonable manner. Accordingly the court felt compelled to uphold the city's action in granting the variation in question.

For the first time the Supreme Court placed some reliance on aesthetic considerations. It observed that the whole improvement planned by General Finance Corporation would be "aesthetically satisfying" to the neighborhood. Normally, aesthetic reasons or purposes are not a proper basis for zoning and building laws and regulations. The courts often have struck down ordinances which seemed to have such consideration as their principal object. The Supreme Court of Illinois by no means criticized or overruled such decisions. Nevertheless, the court did give some weight to aesthetic factors. Future decisions of the court, therefore, will be watched with great interest.

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for
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Root-Proof **PIPE AND FITTINGS**

It takes modern materials and modern methods to cut costs. That's why more and more builders and architects are turning to Orangeburg Root-Proof Pipe . . . it is ideally suited for modern construction methods.

Today's construction demands speed and quality, and Orangeburg's speed of installation and proved quality are unsurpassed by any other pipe. Over one million installations have saved time, trouble and money for homes from coast to coast.

Orangeburg's famous Taperweld joints seal root proof with a few hammer taps . . . no cement, no calking, no compounds. The long 8-ft. lengths are

so light, one man can easily carry several lengths . . . so rugged and durable that drain lines installed 49 years ago are good as new today.

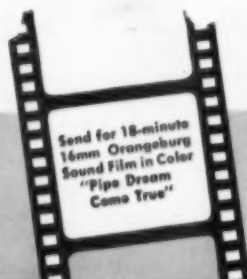
Get all the facts, for where time is money, it pays to use *genuine* Orangeburg Root-Proof Pipe. Made in 2", 3", 4", 5" and 6-inch sizes.

Use Orangeburg Root-Proof Pipe for house sewers, storm drains and other non-pressure lines. Use Orangeburg *Perforated* Pipe for septic tank disposal fields, foundation drains, wet spots everywhere. Remember . . . no house is *really* modern unless it is *modern underground, too*.

Write Dept. AB-55 for more facts.

ORANGEBURG MANUFACTURING CO., INC., Orangeburg, N. Y. West Coast Plant: Newark, Calif.

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1/4 BEND



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It takes modern materials and modern methods to cut costs. That's why more and more builders and architects are turning to Orangeburg Root-Proof Pipe . . . it is ideally suited for modern construction methods.

Today's construction demands speed and quality, and Orangeburg's speed of installation and proved quality are unsurpassed by any other pipe. Over one million installations have saved time, trouble and money for homes from coast to coast.

Orangeburg's famous Taperweld joints seal root proof with a few hammer taps . . . no cement, no calking, no compounds. The long 8-ft. lengths are

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Get all the facts, for where time is money, it pays to use *genuine* Orangeburg Root-Proof Pipe. Made in 2", 3", 4", 5" and 6-inch sizes.

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ORANGEBURG MANUFACTURING CO., INC., Orangeburg, N. Y. West Coast Plant: Newark, Calif.

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ORANGEBURG ROOT-PROOF FITTINGS



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WYE



1/2 BEND

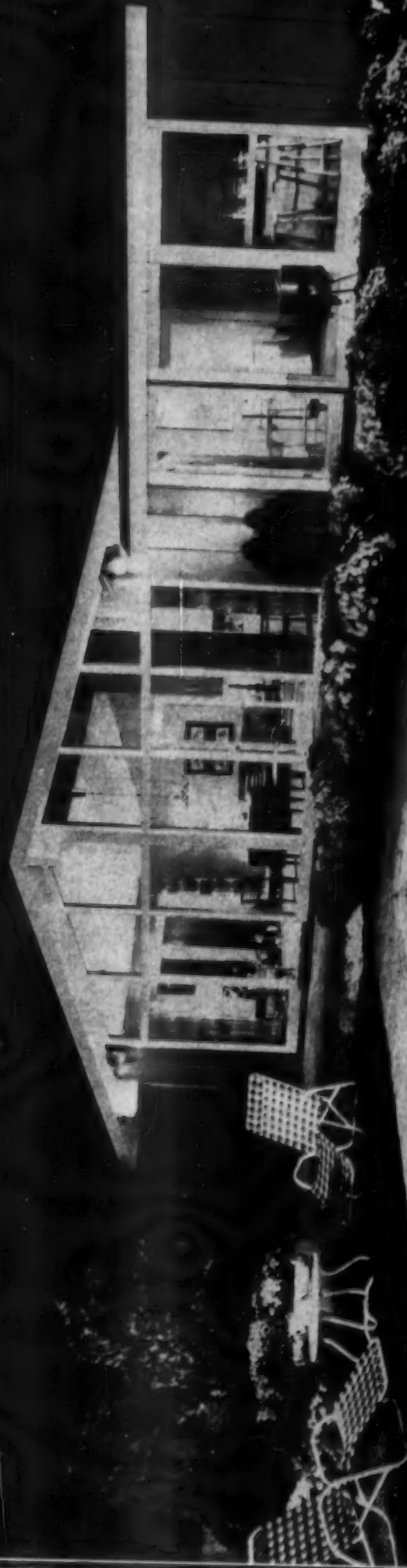


TEE

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California Contemporary
homes

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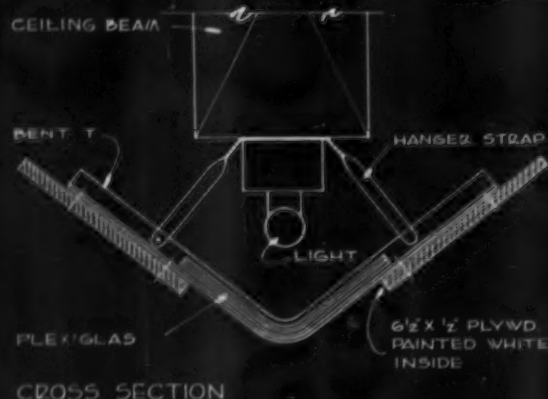
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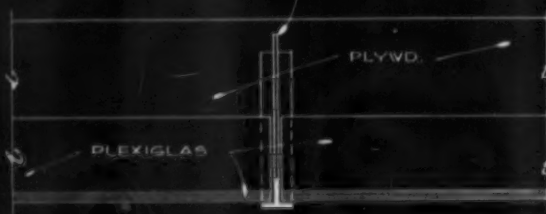
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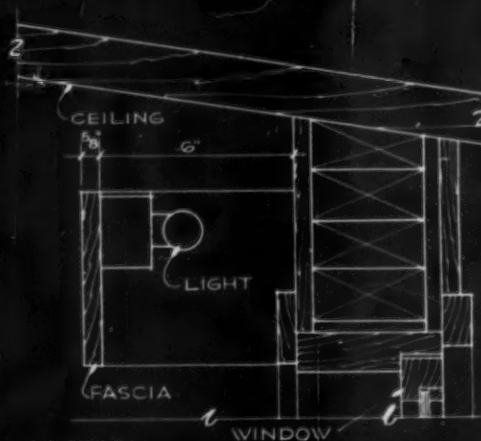


CROSS SECTION

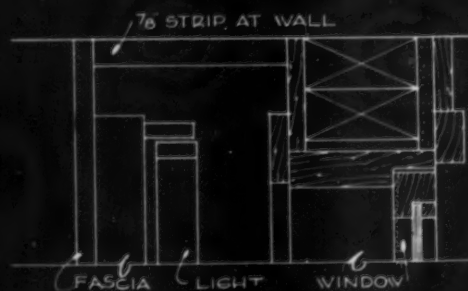
T BENT TO CARRY FROSTED PLEXIGLAS SHADE



LONGITUDINAL SECTION - LIGHT TROUGH



SECTION



PLAN

type of lighting

A new type of fluorescent lighting fixture is used in this house built recently in the Los Angeles area. It consists of a continuous tube with a specially constructed reflector secured to the underside of the exposed wood ceiling beam, located at the high point of the roof. This creates a soft general illumination for the three rooms—living, dining and kitchen—where open planning is featured. In this case, this space is actually one large area with partial screening for various activities.

The detail on the opposite page covers the construction of the reflector. This consists of a bent Tee iron that occurs at regular intervals and in turn is secured to the wood beam with metal hanger straps. The bent Plexiglas is held in position by the flange of the Tee iron. The balance of the reflector is made up of plywood which is screwed to the opposite face of the Tee iron. The plywood is finished on the outside to conform to the room finish and painted on the inside to reflect the light.

Effective lighting is provided over the counter and sink on the exterior wall of the kitchen by a valance type of fixture over the window. This pin-points light directly over the work area. The reflector consists of a simple $\frac{5}{8}$ x 6-inch board placed parallel with the head of the window and six inches away from the wall. The box for the light is screwed to the back of the board.



Designed and built by
Harold Bissner, Jr.

Sun Valley SLIDING GLASS DOORS selected over 11 competitors for REEF HOTEL in Hawaii



* LET IN THE SUN WITH SUN VALLEY



The recommendation for installation of over 350 Sun Valley aluminum sliding glass doors in the Reef Hotel, Waikiki Beach was the result of comparing quality, cost, ease of installation, design beauty and construction with other doors. While the overall budget on a huge project such as this is large, here is where the shrewdest buying is accomplished. Complete analysis of each product was carefully studied by architect and builder to insure value received for dollar spent.

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Balance design... narrow frames holding a beautiful expanse of glass, engineered to slide silently and operate easily with fingertip control.

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Fully weatherstripped... with continuous lengths of friction resistant felt and

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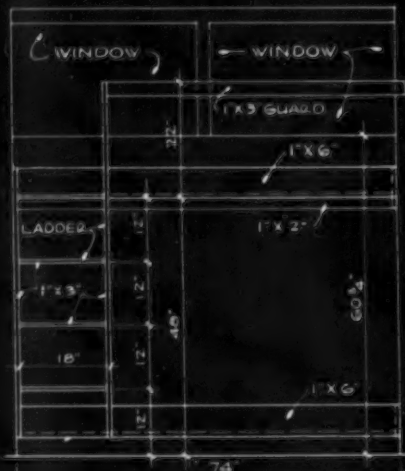
No maintenance... Simplicity of design makes cleaning easy, an important point in building maintenance and to the home owner.

Write for further information or the name of your building supply dealer handling Sun Valley and Sun Valley Junior Aluminum Sliding Glass Doors.

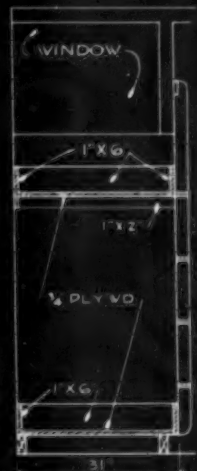


SLIDING DOOR COMPANY
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SUN VALLEY, CALIFORNIA
DEPT. 103

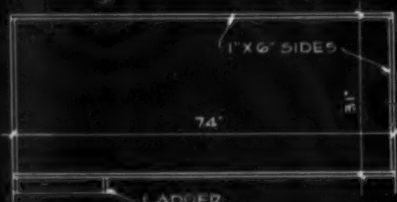
NO. D-126



ELEVATION . . .



SECTION . .



PLAN . . .

BUNK BEDS



SECTION

FRONT . . .

MAGAZINE RACK & CABINET



and living room

In houses of limited square foot area built-ins make effective space savers, and are attractive additions to the decor.

In this low-cost beach house at Portuguese Bend, California, the designer has used the built-in technique to good advantage in the bedrooms and living room, in addition to the kitchen.

In the bedroom the two built-in bunks, one over the other, are placed against the outside walls. Rippled opaque glass is placed in the continuous strip windows on the two outside walls to shield occupant of the bunk from view. The wide roof overhang on the outside protects the bunk from the direct rays of the sun.

In the construction of these bunks the material used is considered for its appearance and for its strength. A $\frac{3}{4}$ x 6-inch board forms the side frame, with $\frac{3}{4}$ -inch thick plywood for the bed base. The base is secured to 1x2-inch wall cleats. The ladder is built of 1x3-inch members with one vertical supporting the 1x3-inch guard rail.

The living room built-ins include a magazine rack and cupboard combination which is located at the end of a short flight of stairs from the entrance hall. The face of the rack is angled to allow easy display of magazines. This area is illuminated from above by a fluorescent tube. A metal planter box is placed at front and adjoining the light opening. Planter is capped with a 6-inch wide board on all sides.



Designed by
J. Merrill Gray
Los Angeles, Calif.

Detailed by
K. Roderick O'Neal
Chicago, Ill.

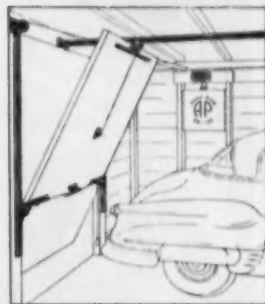
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26 colors



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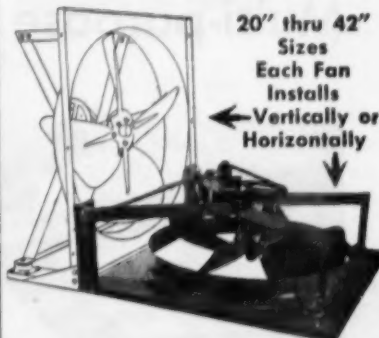
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Lightweight roof plank is laid with the long dimension at right angles to the supporting members, and nailed at each crossing of the plank over the frame

Multi-purpose roof decking simplifies construction



When made in tile form, the material rests on the lower flange of bulb tees which are used as separators for the panels in a steel-constructed roof

The multi-purpose wood fiber decking material shown here serves as a structural non-combustible roof deck, semi-finished ceiling, insulation and acoustical treatment. It is made up as planks or tiles and can be easily and quickly erected. Both forms of the material are tongued and grooved. A factory-applied felt backing on both types acts as a base for the installation of built-up roofing. With the felt extending around the edges of the material, a tight vapor barrier is obtained.

The standard size of the roof planks and the allowable spans are as follows:

30"x96"x1 1/4" thick	32" span spacing
30"x72"x2" thick	36" span spacing
30"x84"x2 1/2" thick	42" span spacing
30"x96"x3" thick	48" span spacing

The tongue and groove occurs on two sides of the plank.

The standard size of the roof tiles are as follows:

24"x48"	1 1/4" and 2" thick
32"x48"	1 1/4", 2", and 2 1/2" thick
48"x48"	3" thick

The tongue and groove occurs on the two ends of the tile.

(Continued on page 210)

Imagine!

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at cost comparable to
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DULANEY PLYWOOD CORPORATION
LOUISVILLE 2, KENTUCKY

Technical Guide, con't.



In this school the finished ceiling is the exposed two-inch thick roof tile laid on #200 bulb tees. The exposed ends of the tees are butt welded and the tile grouted on the top side with Pyrofill gypsum concrete



Grout is poured between bulb tees and roof tiles, filling the open spaces. The excess grout is then removed with a plow-shaped device built from 1x6 inch boards. This forms a finish joint



Roofing felts are laid directly to the decking. A factory-applied felt backing eases the built-up roof application and adds another ply to the roof finish



The underside of the roof decking forms the finished ceiling in this small church building. Insulation and acoustical treatment are also provided in this non-combustible roof deck

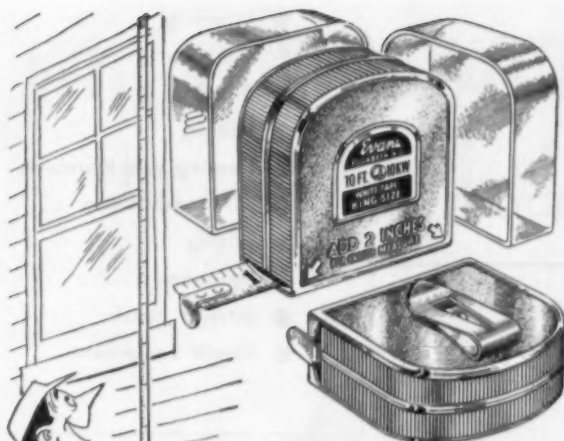
The roof planks are laid up with the long dimension at right angles to the wood framing or the nailable sub-purlins. These members are located to conform to the span spacing of the planks, with the butt ends of each plank occurring at the center line. Each adjacent row is staggered. The tongue and groove sides are fitted tightly together and secured to the frame with galvanized roofing nails or steel clips, the latter supplied by the manufacturer, and then applied at each crossing of the plank over the supporting member.

Roof tiles can be effectively used over steel truss framing. In this case, bulb tees are placed at right angles to the trusses at each side of the tiles which are supported by the bottom flange of the tees. The tongue and groove

end joints are then butted tightly together. The span of the trusses should conform to a multiple of the tile lengths. An insulating grout composed of four cubic feet of Perlite to one cubic foot of Portland cement mixed with sufficient water to produce a fluid consistency, is poured between the bulb tee and the roof tile.

The roof slabs carry loads of 50 pounds p.s.f. with a safety factor of four. Plank or tile have an average weight of two pounds per board foot. The off-white color of the under surface of the plank or tile can be left in its original color or painted by brush, spray or roller to harmonize with the interior colors.

Photos and data courtesy Tectum Division, Alliance Manufacturing Company, Newark, Ohio



Evans King-Size 10-ft. Steel Tape STANDS UP STRAIGHT for UPRIGHT MEASUREMENTS

Those long upright measurements are easy and accurate with this new EVANS King-Size 10-ft. White-Tape. The 33% wider blade (full 3/4") stays straight up without bending or buckling. You get a free belt clip and Tenite utility case with every tape. Sliding end hook for inside or outside measuring and...

*It's marked so you don't have to figure!
no other tape is marked this Evans way.*

One Edge—marked in feet and inches with foot markings at every inch.

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Standard blade
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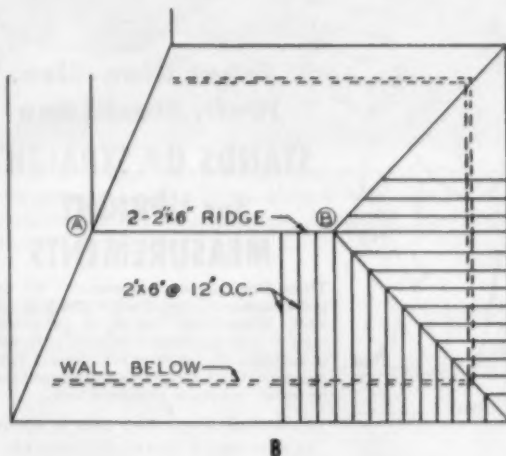
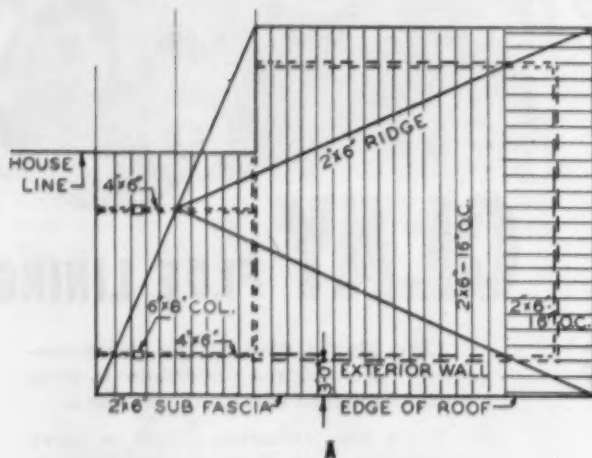
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211

ask the EXPERTS about

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- Roofing
- Heating and Plumbing
- Air Conditioning
- Wiring
- Insulation
- Interior Finish
- Power Equipment



For a stronger roof frame it this way

We are planning to add a wing to an existing building and have planned to frame the roof for the addition in the manner shown in illustration "A." There has, however, been a question as to whether this type of roof would be suitable for our location, since we experience heavy snows. The ridge spans are well over 30 feet long.

There is also the question of the use of asphalt shingles on a roof with approximately 1:12 pitch even though applied with mastic asphalt. In your opinion, would this roof stand up under a 2 to 3-foot snowfall?

J. C. P., Syracuse, N. Y.

Your roof framing plan would require rather heavy members—joists of 2x12, 12 inches on center, with heavy ridge members 14x16 in size. At the point where the ridge members meet, a column would be required since all ridge loads are carried to this point.

Perhaps a better method of fram-

ing this roof is shown in illustration "B". Here the rafters are 2x6's, 16 inches on center. Since this is practically a flat roof, the ridges are actually acting as beams carrying the rafters. The ridge over the partition wall running down the center of the house could be carried on this bearing partition by extending the studs to the ridge which can be 2-2x6's. The diagonal ridges will have to be 3x8's supported at points A and B on columns.

Figured as a flat roof, since the pitch is low, it will support snow loads. Asphalt shingles are all right applied with mastic asphalt; however, rolled felt would be cheaper.

Wilbur Tuggle
Structural Engineer

Vapor barrier for aluminum siding

Have there been any bad condensation problems accompanying the use of aluminum siding when applied with foil under it? What would you recommend I use as

backing for a pine-sheathed building to receive aluminum siding?

T. Y., Peru, Ind.

Use 30-pound building paper over the yellow pine-sheathed house before you apply your aluminum siding material.

The primary aluminum industry does not recommend the use of foil as a back-up for aluminum re-siding on old construction. It can be used with aluminum siding on new construction when a vapor barrier has also been installed on the inside warm wall surface immediately back of the plaster or Sheetrock. We recommend the use of 30-pound building paper under aluminum siding used on old construction.

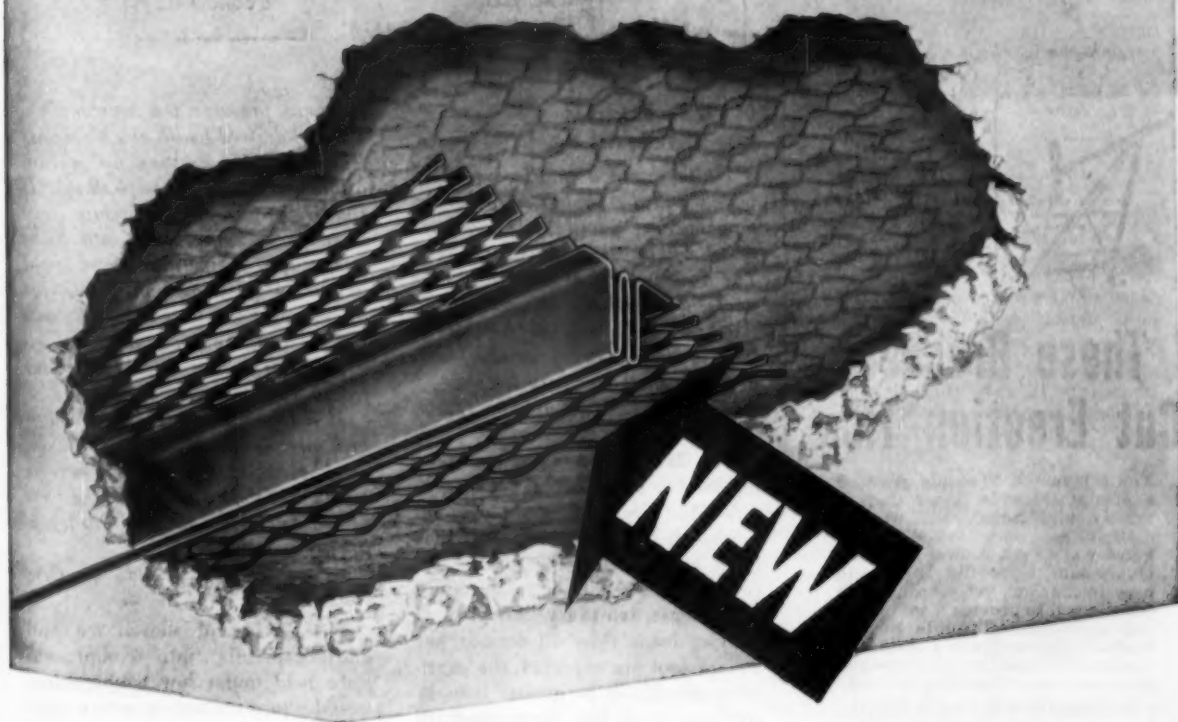
We have not heard of any serious condensation problems in homes where aluminum siding has been used. Usually the installation of the foil or building paper back of the siding is rather loose, with open joints, so much of the vapor escapes.

Most of the aluminum siding materials have weep holes 16 inches on

(Continued on page 214)

WHY PUT UP WITH CRACKS?

in 1. acoustical plaster
2. exterior stucco



PENMETAL EXPANSION JOINT

- **RELIEVES:** Stresses and strains due to expansion-contraction
- **PROVIDES:** Work stop and ground
- **ELIMINATES:** Makeshift substitutes

Unsightly cracking of exterior stucco and acoustical plaster ceilings is not incurable. Penmetal's new and ingenious expansion joint takes up the stresses due to expansion and contraction.

This unique, low-cost joint has a scientifically designed ground that expands and contracts with the movement of plaster or stucco.

It also provides a work stop, essential in acoustical plastering. Saves time and labor too, being a one-piece joint and ground. No more improvising at a work stop. No special-order items to be made up.

Penmetal expansion joints come in ten-foot lengths, with $\frac{1}{2}$ " and $\frac{3}{4}$ " grounds. Write for address of nearest dealer.



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Available in 3 and 3½ ft. lengths for nail, studding or bolt attachment. Any one type can be converted to any other with "Trouble Saver" Bracket Attachments.



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Adjusts to any pitch on either side of ladder.



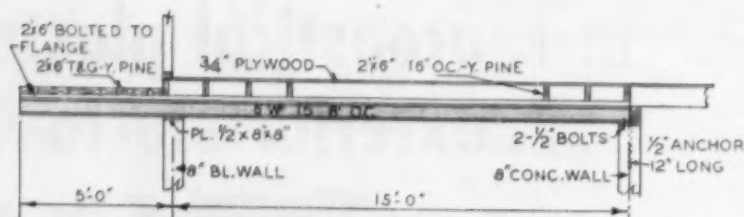
RAIL-TYPE LADDER JACK
Uses side rails of ladder for extra-safety.

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ask the EXPERTS



How to build a cantilevered deck

I must build a cantilevered deck which will be supported by wide-flange beams spaced 8 feet apart and which will be exposed to the weather. The deck will be about 7 feet wide and will extend the entire length of the house which is 50 feet. What type of deck flooring should I use, and how shall I construct it?

R. E. M., Knoxville, Tenn.

Use 2x6 structural yellow pine t&g on the cantilevered beam, provided the live load is not over 40 pounds per square foot. If greater loads are expected, the spacing between beams should be reduced to 6 feet, or use 3x6 t&g yellow pine. If heavier loads than 40 pounds per square foot are expected, the cantilever should not be greater than ½ the span, or 5 feet. Over one-third the span is not recommended. Note that the sketch illustrates a 12-inch long anchor bolt and the beam anchored to a plate with two bolts.

Wilbur Tuggle
Structural Engineer

sired to preform the mortar into slabs of desired width and thickness with a delayed "setting up" action of the mortar. To accomplish this, if shaved ice and mortar premix were mixed and compressed into slabs under low temperature and kept under refrigeration until ready for use, would the setting action be suspended until the slabs thus prepared were placed in a warm or above freezing temperature?

If a regulation mixture of water and premix were frozen quickly, would the mixture's setting action be completely destroyed, as in the case of concrete, when subjected to freezing temperatures?

E. H., Pendleton, Ore.

The mixing of shaved ice and mortar premix into compressed slabs held under low temperatures would retard the setting action until the slabs were placed in warm temperatures. Even if the shaved ice momentarily melted a little and mixed with the cement, the quick freeze would stop all setting action.

There are, however, some other points which we feel are objectionable to this idea. Mortar when placed on a masonry wall should not be in a hard slab, but should be soft and plastic so that it can flow into all joints and indentations in the masonry and thereby bond and form a tight joint in the wall. Most of our troubles with masonry construction are in the mortar joints, and anything that would prevent good bond will prevent satisfactory masonry wall performance. The masonry units are shoved by the mason into the soft plastic mortar to fill all openings completely and form an intimate contact with the units.

Portland Cement Association

Vapor Barrier

(Continued from page 212)

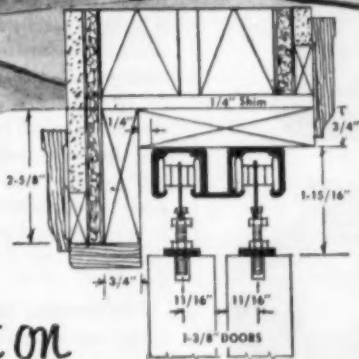
center drilled into the bottom of their shadowline edge, which allows any moisture reaching the metal surface to escape automatically. Most of the problems we encounter with aluminum siding can be traced to the application methods used.

Kaiser Aluminum & Chemical Sales, Inc.

Can you retard the setting of mortar mixes with ice?

To facilitate the simple laying of concrete building blocks, it is de-

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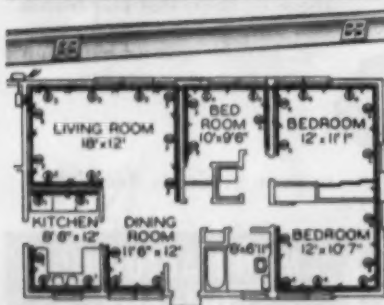
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"Plugmold in every room of our Markham Project Homes is one of the many plus values we have to give our customers — a value which can, and often does mean a sale."



The floor plan of the Fisher Markham home shows location of duplex Plugmold receptacles. No. 12 conductors give Plugmold wiring ample capacity for modern electrical devices.

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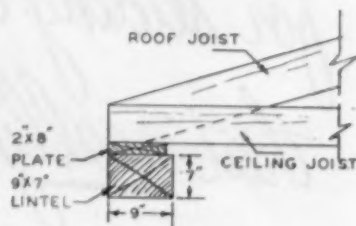
**Builders everywhere
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Fisher Homes, Inc. find that Plugmold is a sales stimulant in their new Markham, Illinois project, where it is being used to provide duplex electrical outlets every 5 feet in every room of their 2,250 six-room homes, priced at \$11,990. Ed Tapp, Fisher Sales Manager, says: "7 out of 10 women prospects inspecting our model home ask about electrical outlets. We have the perfect answer for them."

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ask the EXPERTS



A question of lintel size

We have been asked to build a house the sketches of which show a window-wall consisting of three lights 36x60 with narrow mullions and set in an aluminum frame. The top of this and other windows is 7 inches below the wall place.

It is proposed to build wooden lintels over the window openings out of 2x7's (with 4 3/4-inch spacers and 4 3/8-inch carriage bolts). The lintels are to have a 6-inch bearing. In the case of the window-wall, there are to be three 2x7's each 10 feet 8 inches long with four 3/4-inch spacers and bolts as required. The entire wall is to be tied in with a continuous double plate (2x8) and bolted in masonry at 4 feet on centers, then nailed to the top of the wooden lintels.

The building measures 54x24 feet. There are no pilasters. There is to be a full basement. The joist-bearing walls are to be 12-inch concrete block and the end walls 8-inch concrete block.

Will the wooden lintels and plate be ample support for the rafters?

Since there are only two intersecting interior partitions and the wall is 54 feet long, should pilasters be built in?

G. A. B., Brighton, Mich.

In arriving at the load on the lintels, the assumption is that the load is roof and ceiling load. Dead and live load combined for roof and ceiling is being taken as 40 pounds. Total load on the lintel is 12x10x40 which equals 4,800 pounds (10 feet is lintel span, 12 feet is joist span of ceiling and roof on the lintel).

In order to carry a 4,800-pound load on the lintel, the size would have to be 9x7 inches, the 7 inches being the depth since this is the dis-

(Continued on page 218)

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one of 10 woods from the
WESTERN PINE region

Great resistance to decay, fine dimensional stability, high insulation quality make Incense Cedar a superior wood for all weather-exposed jobs. Lightweight, workable, paintable, it is an economical wood. Its reddish-brown color, silky surface, delicate grain and spicy fragrance suit it for fine woodwork and closet linings.

Incense Cedar comes in 3 select and 5 common grades. You can order it in mixed cars—together with the other woods of the Western Pine region—from most Western Pine Association member mills.

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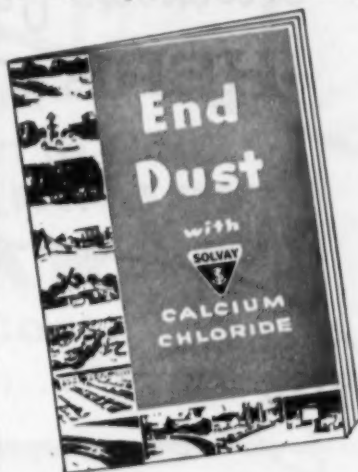
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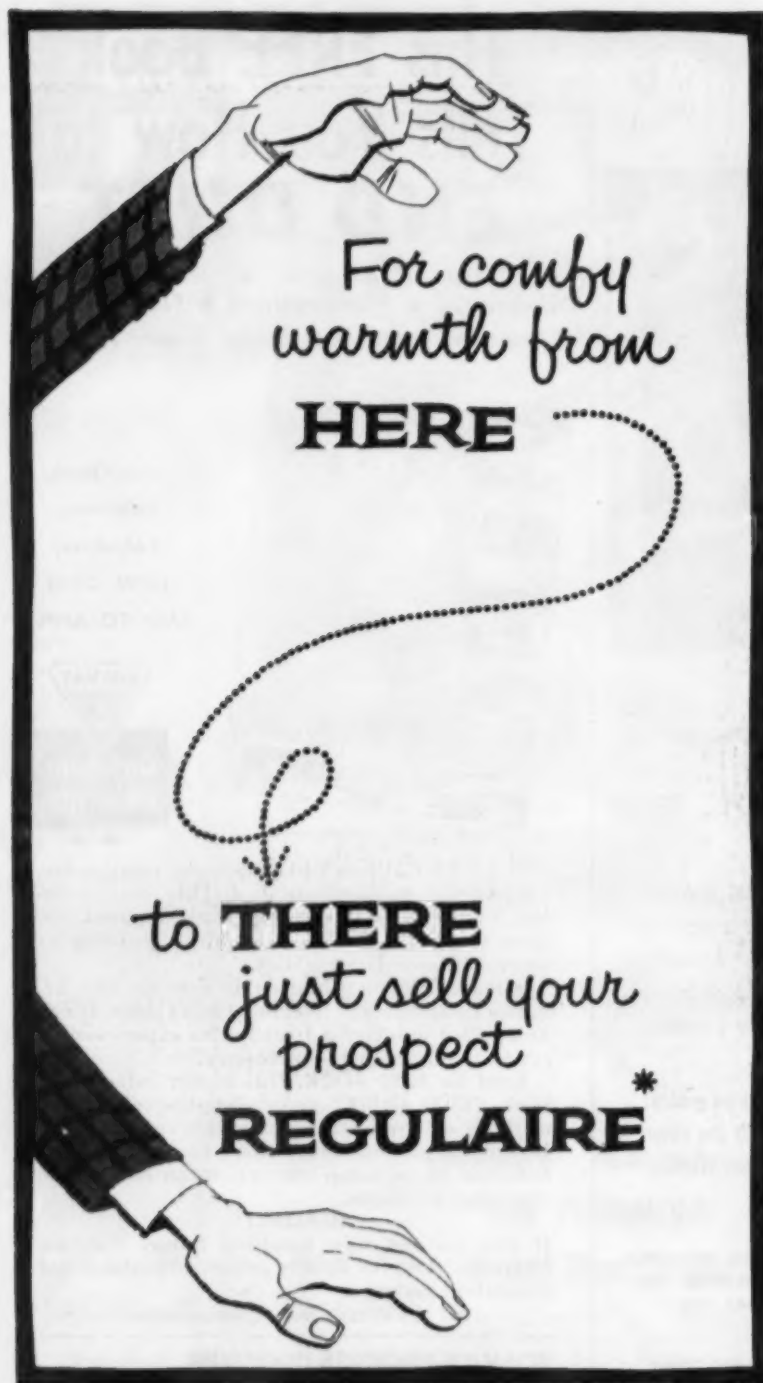
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*Pat. Pending

YOUR HOMES DESERVE
Perfection
 AUTOMATIC HEATING • AIR CONDITIONING

ask the EXPERTS

(Continued from page 216)

tance from top of window to plate (see illustration). The plate is assumed to carry no part of the load since lumber turned flat has little ability to withstand direct load.

In answer to your second question, no pilasters are required; however, the ceiling joists must be securely nailed to the roof joists and to the plate to provide a rigid tie.

Wilbur Tuggle
 Structural Engineer

Getting proper drainage

We have recently completed a house and are now confronted with a moisture problem. The house is on a concrete block foundation. The soil is very tight clay, gravel and sand. The house is situated on a hillside and during construction and in wet weather the crawl space filled with water. This has now been tiled, but the soil is still very damp.

Moisture still collects around the bottom of the house. The bottom three boards of the redwood siding have moisture on them during cold weather, and a red stain has appeared around all door openings and on the inside corners of the house.

We have six 6x16 adjustable ventilators in the foundation. We opened them for about two months. This did not relieve the situation and the floors became cold.

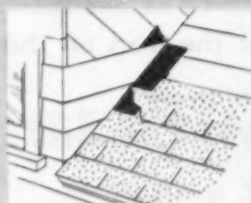
J. E. C., Bement, Ill.

It is apparent that your major remedy must be adequate external drainage. This type of drainage is ordinarily accomplished by digging a trench around the three high sides of the house approximately as deep as your footings. Then lay drain tile in the trench and fill it with crushed stone or gravel to within 6 inches of the finished grade. This is essential if you are going to keep the ground under your house dry.

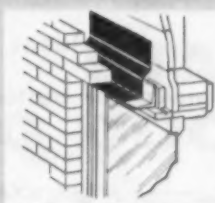
It is essential, too, that your crawl space ventilators be kept open all the time, summer and winter. After house and crawl space have dried out, then you may add insulation between the floor joists which will take care of your cold floors.

Architect Sales Service Department,
 The Celotex Corporation

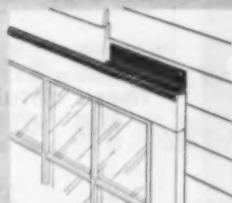
AMERICAN BUILDER



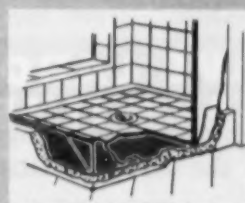
Step flashing



Flashing window and door heads

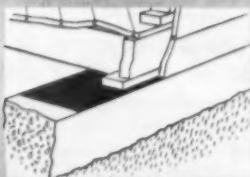


Drip cap flashing

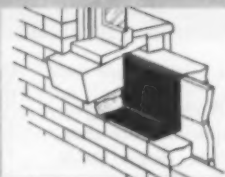


Waterproofing shower stalls

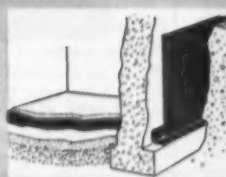
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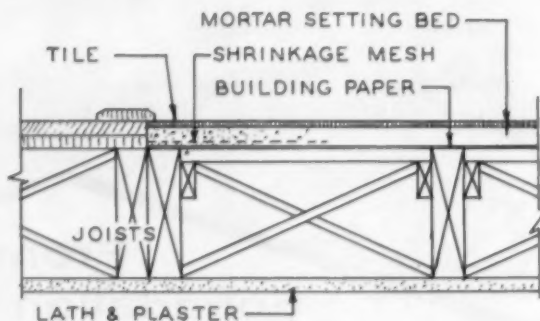
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How to do it better

Ideas for the man on the job

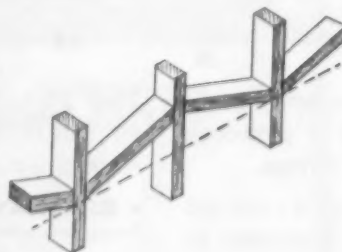
These details make for better tilework



These are the basic requirements for structural and related work in making a proper ceramic tilework installation.

Wood floor framing: When framing for ceramic tile floors, select lumber for floor joists that has been properly kiln dried so that shrinkage and swelling will be minimized. Joists must be accurately leveled and avoid cutting them for other trades.

Wood studs: Wood stud members must not be spaced more than 16 inches on centers. Brace studs



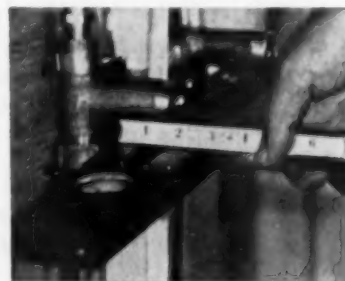
midway in their height with 2x4 herringbone bridging cut between 15 and 30 degrees with the horizontal. Be sure that this cross-bracing will not interfere with accessories to be set in the tilework later.

Furr out masonry walls: The face of masonry walls that are to be ceramic tile must be furred out with either steel studs, runners, channels, tees or 1x3 wood strips that are evenly spaced and securely fastened on a true plane.

Subflooring: Subflooring should be nominal 1x4's or 1x6's nailed twice at each bearing with 8d common nails, with a space of 1/8-inch between edges of the boards. Five-ply exterior grade Douglas fir plywood that is 5/8-inch in thickness is also satisfactory. Where a plywood subfloor is to be flush with the tops of the joists, space joists 12 or 16 inches in the clear to avoid waste.

Waterproofing: Wood studs should be waterproofed either by using asphalt-impregnated felt building paper overlapped three inches at the edges or by coating with a heavy asphalt paint or creosote. This helps to prevent moisture from entering the studs and permits the mortar to cure more slowly and thoroughly.

Plumbing: Bath tubs should be hung on vertical structural members and not allowed to bear directly



on the floor. This will prevent the tub from pulling away from the tile if the floor settles. Have the plumber run the pipes 1 1/2 inches from the stud line so that all connections can easily be made later.

STANLEY SLIDING DOOR HARDWARE

Faster and Easier To Install . . . Costs Less



1. A pencil, rule and screw-driver are all the tools you need from start to finish. Here the track is screwed in place . . . ready for hangers.



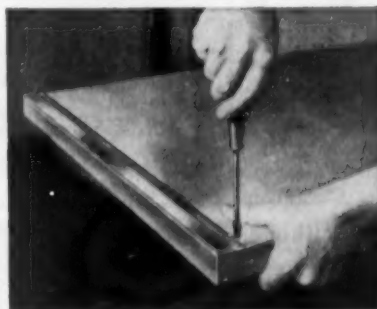
2. Now the hangers are screwed to the door. Notice how serrated aprons and straps permit exact adjustment.



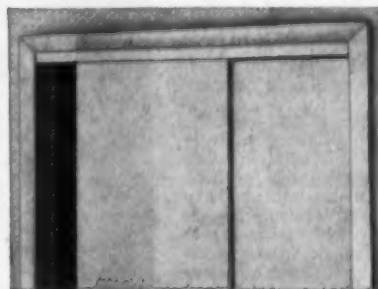
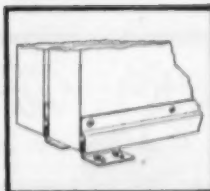
4. Up goes the door. Just lift and hang on track. Hanger adjustments can be made as necessary while door is in position.



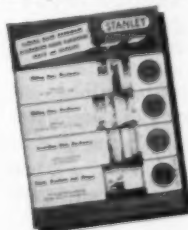
5. Finishing touch is the metal header trim. Fits quickly between header and track . . . slotted for easy adjustment. Eliminates need for wood trim.



3. Next step is mounting the guide strip on the door. Line sketch shows surface applied floor guide and strip in place. No need to rout groove in bottom of door. Floor guides may be put down at any time — even after door is hung.



6. The doors are hung. They fit and slide perfectly and the whole job is done in minutes with Stanley Sliding Door Hardware Set 2692D.



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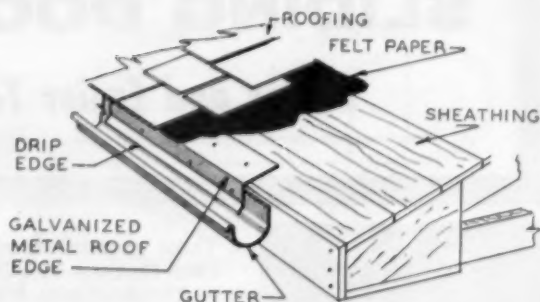


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How to do it better

Ideas for the man on the job

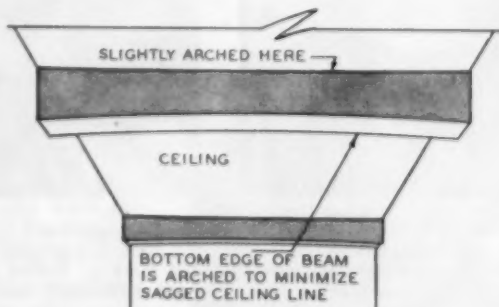


Now you can put up the gutters last

You don't have to wait for the sheet metal man to put up the gutters so that you can finish covering the roof. Dents and waves in the gutters from ladders can also be eliminated by the use of a galvanized metal roof edge-drip that is nailed down before the finished roofing is started.

When the gutters are being installed, the back-splash of the gutter can be slipped in back of the vertical drop of the edging and the strap gutter hangers can be nailed also at the same time. Then the roofing material will cover the edging and the strap hangers with a slight overhang into the gutters. If strap hangers are not used, the gutter spikes with the sleeve spacer can be used for securing the gutters to the eaves.

This metal roof edging can be made by the local sheet metal man from scrap cut-offs. The first bend off the roof and down vertically must conform to the particular roof for which it is intended. This metal roof edging can be stocked and shipped to the respective jobs when they are ready for roofing.



Counteract sag with slight arch in beam

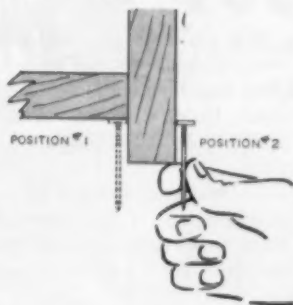
When installing beams for a long, narrow ceiling, one problem can be a slight sag in the center of the narrow beams. To overcome this, use a wider beam that is slightly arched at the top and also at the bottom. When completed, any sag in the beams will be difficult to see from the floor.

A. N. Nelson, Kansas City, Mo.

AMERICAN BUILDER

How to mark location of soffit

Here is a method for marking the location of the bottom member of a boxed-in eave that can't be seen when standing on the scaffold. In position No. 1 the head of a nail is brought up to the underside of the material, placing the thumb and first finger at the bottom of the fascia. A light tap with the hammer will dent the desired location.



In position No. 2 the nail is brought to the outside of the fascia and another dent is made to locate the outside mark. A pencil mark one-half the thickness of the soffit up from the outside dent will provide a guide for solid nailing.

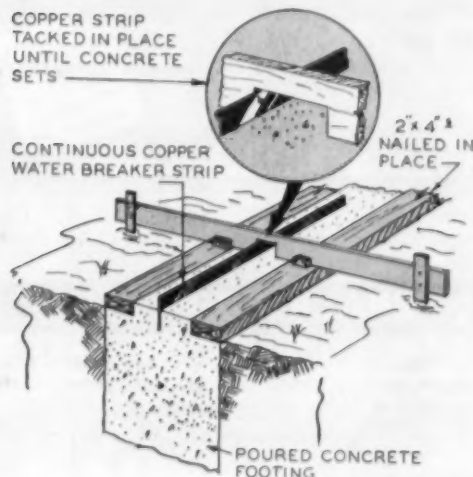
—J. F. Prusha, Cleveland, Ohio

COPPER STRIP
TACKED IN PLACE
UNTIL CONCRETE
SETS

CONTINUOUS COPPER
WATER BREAKER STRIP

2"x4" 1
NAILED IN PLACE

POURED CONCRETE
FOOTING



Stop water at footing-foundation

When pouring concrete footings and foundation walls in low areas or where the soil retains moisture, pour the footings so that 2 inches forms part of the foundation wall. Also, work into the concrete a 4- to 6-inch wide continuous strip of copper for a water breaker. The 2-inch raised portion of the poured footing will serve as a form spreader at the bottom of the forms when they are being erected.

Form spacer and grade setter for sidewalks

For spacing sidewalk forms and getting a slight pitch along one edge of the walk for drainage, use a piece of 2x4 cut the width of the walk plus the thickness of two 2x4's. When the level shows "level," the exact pitch is obtained because the notch on the side for draining is slightly more than one inch.

W. Tufford, Laramie, Wyo.



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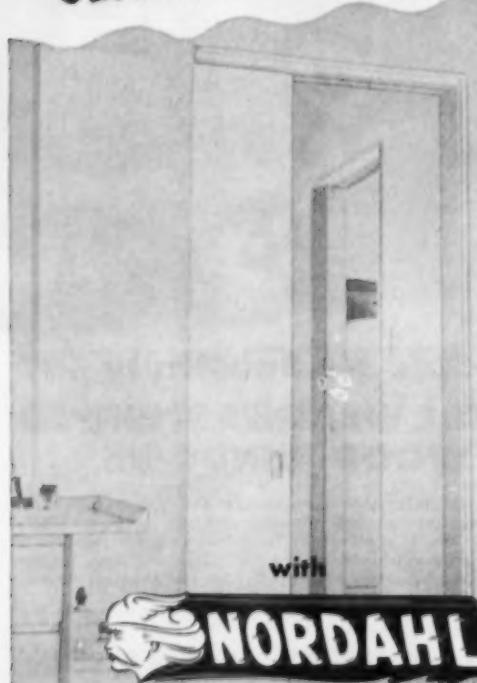
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Smart Selling

Signs still turn the trick

The Quinn Home Builders of Chicago recently sold out a 62-house project prior to the time of construction. This was done without benefit of a model house on the tract. Quinn's secret—4x12-foot signs placed on the property and adjoining it, and on nearby busy thoroughfares.

These signs directed prospects to the office of the architect, who is also a member of the building firm, and sales then resulted from architectural drawings and sketches, which were on display.



ON THE SITE

This sign was placed at the construction site before any building activity was begun



ON A BUSY STREET NEARBY

These signs were displayed along a busy thoroughfare one-half block from the project



SOLD OUT

After the project was sold out and inquiries still continued to come in, a "thank you" sign was placed below the original one at the site

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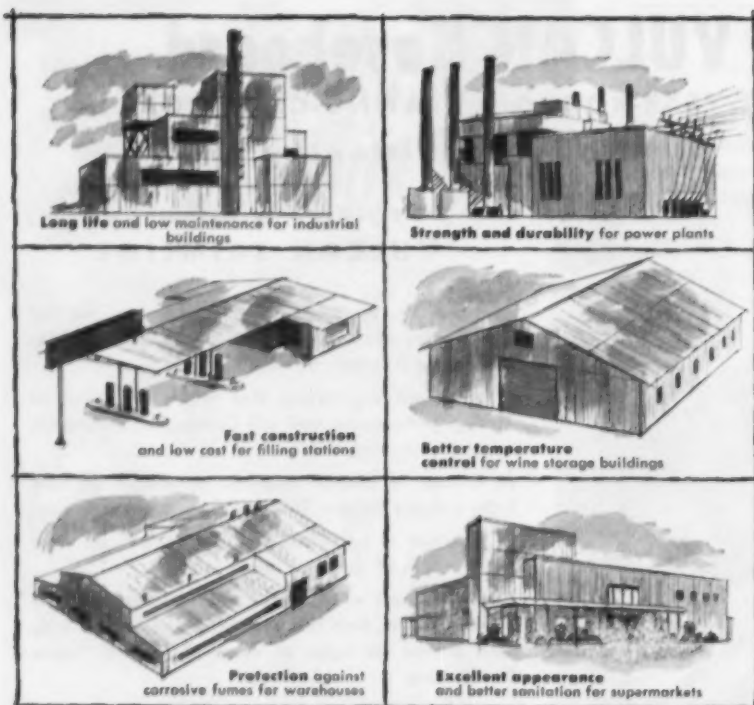
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Kaiser Aluminum

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What new home buyers are looking for

Psychological factors analyzed

The Red Cedar Shingle Bureau has recently completed a study which analyzes the emotional and psychological factors which are present in people today when they approach the buying of a new home.

Quizzed on the nature of what they considered their "dream house" to be like, Red Cedar's respondents describe this ideal home as being built of materials which represent "honesty and beauty." They want this house to be easy to maintain and to represent their personality.

These are the basic qualities

The Red Cedar study finds that underlying the feelings expressed, the basic qualities which the buyer seeks in a house, his basic criteria for judgment, are:

Friendly and warm NOT cold
Natural and genuine NOT synthetic or substitute
Enduring and long-lasting NOT temporary or experimental
Distinctive individuality; a hand-crafted quality NOT the appearance of being mass-produced
A blend of old and new NOT starkly new, untried

Important points to the buyer

Assuming a perfect location and that price is no problem, consumers tested by Red Cedar indicated the following factors as important to them in judging a house, in the order listed:

1. Materials house is made of.
2. Appearance of house.
3. Number of rooms.
4. Kind of heating.
5. Ease of maintenance.
6. Size of grounds or yard.
7. Kind or quality of insulation.
8. Economy of maintenance.
9. Number of closets.
10. Arrangement of kitchen and equipment.
11. Site of house, or view.
12. Kind of roof.
13. Storage space.
14. Landscaping.

(Continued on page 228)



Penn Square Village, Montgomery County, Pa. Builders: Erlen Development Company, Philadelphia, Pa. Architects: Nolen & Swinburne, Philadelphia, Pa. Windows: Lupton Steel Residential Casements. Cortlandt V. D. Hubbard, Photographer.

Add Lupton Windows as a sales feature

The Lupton Residential Casements shown here are as smart and modern as the ranch homes in which they are used. Their trim lines, easy operation and sturdy construction make them a decided sales-plus. On either side of the fixed glass panels are standard Lupton Casements . . . with all muntins removed. Result . . . modern-styling with traditional casements.

For single homes or for operation houses . . . for modern or traditional architecture . . . you can select exactly the window you

need from the complete Lupton line. That's why you see so many Lupton Windows in so many projects. There is a standard Lupton Window available, or one can easily be adapted, for practically any building. Lupton has the size and style you want!

Variety is only one reason for building with Lupton Windows. They are designed and built for easy operation and long life. Dealers can offer prompt delivery. There's the integrity of a window manufacturer with over 40 years experience behind every Lupton Window sold.

Why not contact your nearest dealer — listed in the "Yellow Pages"—or write direct to . . .

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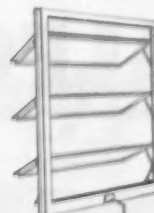
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METAL WINDOWS



Lupton Casement
Steel or Aluminum



Lupton Aluminum
Double Hung Window



Lupton Aluminum
Awning Window



4 important reasons for the trend to reflective insulation

Builders all over the country are swinging to reflective type house insulation. The reasons behind this trend are sound:

1. It's now known that 50% to 80% of all heat lost or gained through the walls of buildings is by radiation, distinct from conduction and convection. Only reflective insulation can effectively stop radiant heat.

2. Blanket type aluminum foil insulation has proved itself in thousands of FHA and other projects to rank in efficiency with the best bulk-types in winter and to be far superior in summer. This gives reflective insulation a decided edge in year-average effectiveness.

3. The metallic, non-deteriorating characteristics of aluminum foil combined with tough duplex backing make it the ideal moisture barrier. Only reflective insulation of this type gives such full protection against damaging condensation in the walls.

4. Made of pure aluminum foil, reflective insulation is clean, light, compact . . . provides a truly new concept in application ease, convenience, and economy.



In winter — reflective insulation ranks with best bulk types.

In summer — reflective insulation is superior to all others.

tough kraft duplex backing prevents tearing, sagging. No muss or fuss . . . no irritating dust . . . weighs only 1/12 as much as its bulk type "equivalent" . . . requires only 1/20 the storage space. Workmen prefer applying Alfol, and your money buys less storage, less labor . . . more and better insulation.

A type for every need

There is a type of Alfol to meet every insulation need, including exposed ceiling jobs for industrial plants and insulation of furred masonry.



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ALFOL Aluminum Foil Blanket gives you all these advantages—and economy, too!

Alfol is the original aluminum foil building blanket and the leading product in this fast-growing field. Yet it usually costs less than bulk-type insulations.

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Fast, easy installation, low handling costs. No other full-protection insulation can match Alfol's ease of installation. A



Ditcher is completing the third wall of the four-sided cut

Speeding up trenching

The digging of more than 900 sets of house foundation trenches was completed in 11 weeks by Larry Hunter of the Hunter Construction Company, Hastings, Minnesota, on a housing project in Joliet, Illinois, using this Barber-Greene "Run-about" ditcher. Digging time required for any one set of trenches did not exceed one hour.

Some of the trenches were dug as deep as 42½ inches, and as a cost-saving factor the trenches were cut exactly eight inches wide. The square corners and perfectly vertical walls permitted the pouring of concrete without forms of any kind.

Trenching was done in soil where the land was cleared and compacted. No stakes and string-lines were used but dimensions were accurately laid out on the ground, using a heavy stripe of carpenter's blue chalk. These marks provided guide lines for the drive wheel on the operator's side and were laid out to compensate for the distance between the wheel and the digging boom.

(Continued from page 226)

Re-sale value is a factor

More and more the purchaser assumes that his family will not remain in a house for several generations. When a house is purchased today it is measured not only by the criteria listed above, but there is also an eye toward a profitable resale, if and when the time comes. In this sense, car-buying experience has been transferred to the home-buying field.



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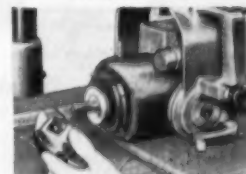
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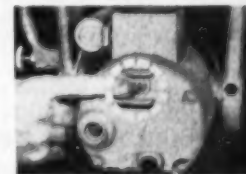
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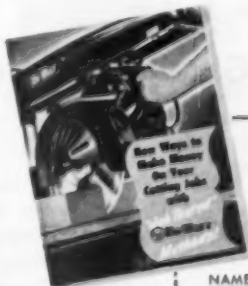


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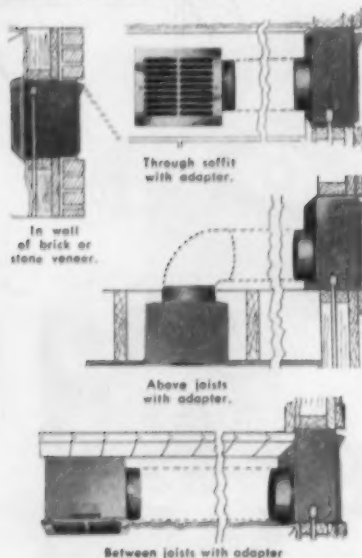
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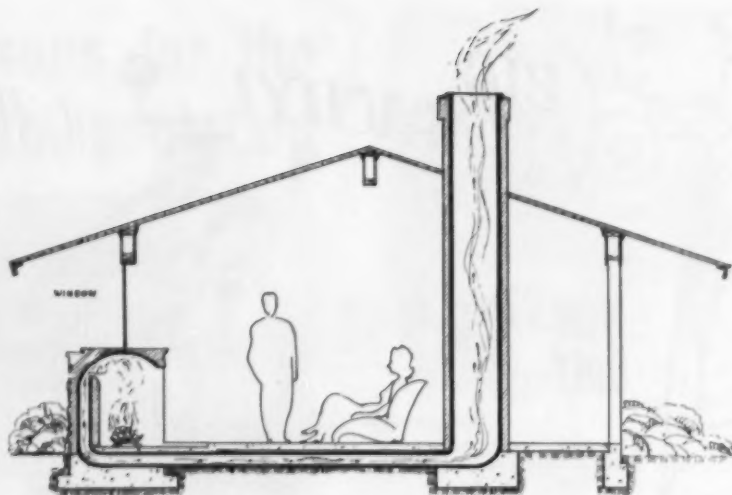
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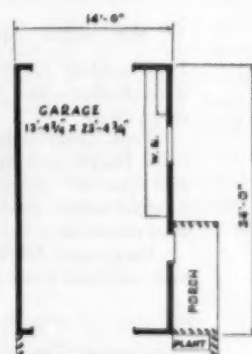
Cross section of Chinese fireplace and masonry chimney. All right angle bends in smoke chamber and ducts should be 90 degree arcs

Here's how to put a picture window over a fireplace

To maintain a span of sliding glass windows in an outside wall of his combination living and dining room, Jack Fletcher incorporated a Chinese fireplace in the front elevation of his residence in West Covina, Calif. The glass windows slide in stainless steel tracks and the bottom slide runners are approxi-

mately 4 feet above outside grade.

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Garage plan features drive-thru convenience

This contemporary—almost flat-roofed—1½ car garage features a sheltered porch with planting box at the right of the building. Another excellent feature is the rear door, permitting access both from front and rear, and allowing various arrangements for driveways.

This Garage Plan No. 7 is available free to builders by writing to Strand Garage Door, Division of Detroit Steel Products Co., Dept. AB, 3101 Griffin St., Detroit 11, Michigan. In addition to the rendering and floor plan, a complete list of materials is included.

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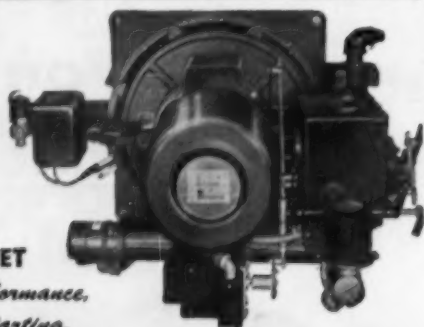
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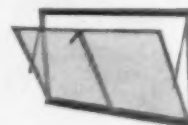


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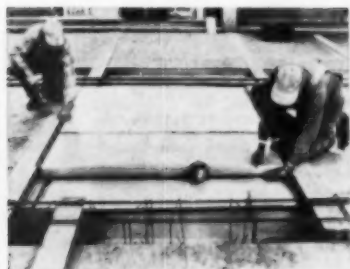
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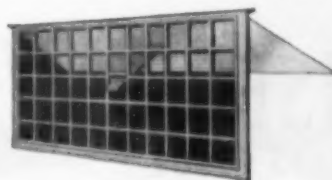
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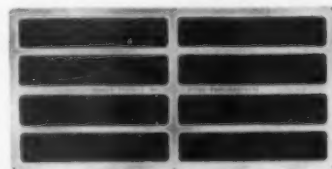


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LATEST DEVELOPMENT MODEL DC 100

Fully Automatic. Fits any 7 1/2" common or finished lumber. Sets up in seconds. No clamps, no nails, no screws or nuts necessary. 12 permanent grippers actuated by one lever. Fast insert used and release clamp. Self locking. Holds firmly with absolutely no sliding. No nails needed. Made from 15 gauge, zinc plated steel. See how perfect the tables, benches, scaffolding, etc.

call your hardware jobber now

Chesney, Inc.
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BIRD ARCHITECT Shingles



The Public Building Shingle!

TRIPLE COVERAGE — THICKNESS OF STANDARD SLATE

On roofing jobs for public buildings that demand economy along with superior quality construction and beauty, you have your answer in BIRD's famous Architect Shingle — the asphalt shingle with the thickness of standard slate.

This is the shingle with bigger (3 times as big!) granules which give a more intense color quality and a much deeper texture than is possible with the ordinary small-granule shingle.

This is the shingle that a nationwide panel

of architects specified — quality by quality — for top performance and beauty.

- * Thickness of standard slate
- * 15" width
- * 5" headlap
- * 300-lb. Working weight
- * Three layers of protection
- * 50% longer life
- * Deeply textured Rainbow Colors
- * FHA-Accepted for roof slopes of 3" in 12" or more

Ask your distributor today for further details — or write to BIRD & Son, inc., Dept. AB-5, East Walpole, Mass.

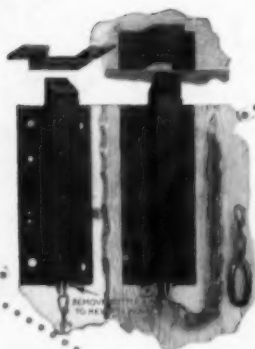
BIRD
Roofs & Sidings

STRONG, SAFE, FAST-

ACTING BOLTS FOR

THE GARAGE DOOR

National

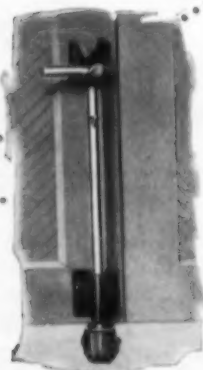
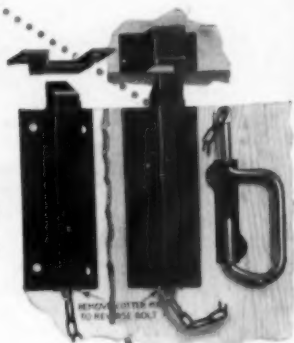


**No. 820
Chain Bolt**

Bolts are made of extra heavy malleable iron and $\frac{3}{4}$ inch square in size and are reversible.

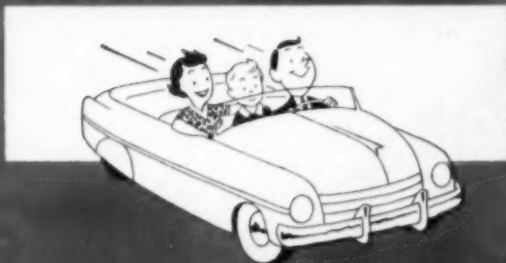
**No. 821
Chain Bolt**

This type has a handle in place of ring as on No. 820 above. Safety chain cannot pull apart.



**No. 835
Self-Locking
Cane Bolt**

Can be used either as a top or bottom bolt or it can be applied sideways on swing doors. Made in two sizes—18 and 24 inches.

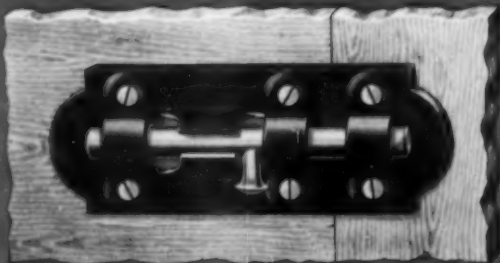


Doors all locked in a jiffy and "away we go", content in the assurance of security with these National door bolts on the job!

They are stoutly built of the finest of basic materials and are of precision construction in manufacture. These account in part for their friction-free performance.

— and so easy to install too.

Time and labor is a valuable element that is always considered in the designing of National Hardware. Contractors and builders everywhere attest to the simplicity of installing this hardware and to the fact that further adjustments or attention are seldom required.



No. 834 Barrel Bolt

National

MANUFACTURING COMPANY · Sterling, Illinois